

# Simplicity



4307

The Fashion Mag.

35¢

45 CENTS IN CANADA

Winter Pattern Book

*They do things for a girl . . .  
those wonderful prints\* in*

# Quadriqa Cloth

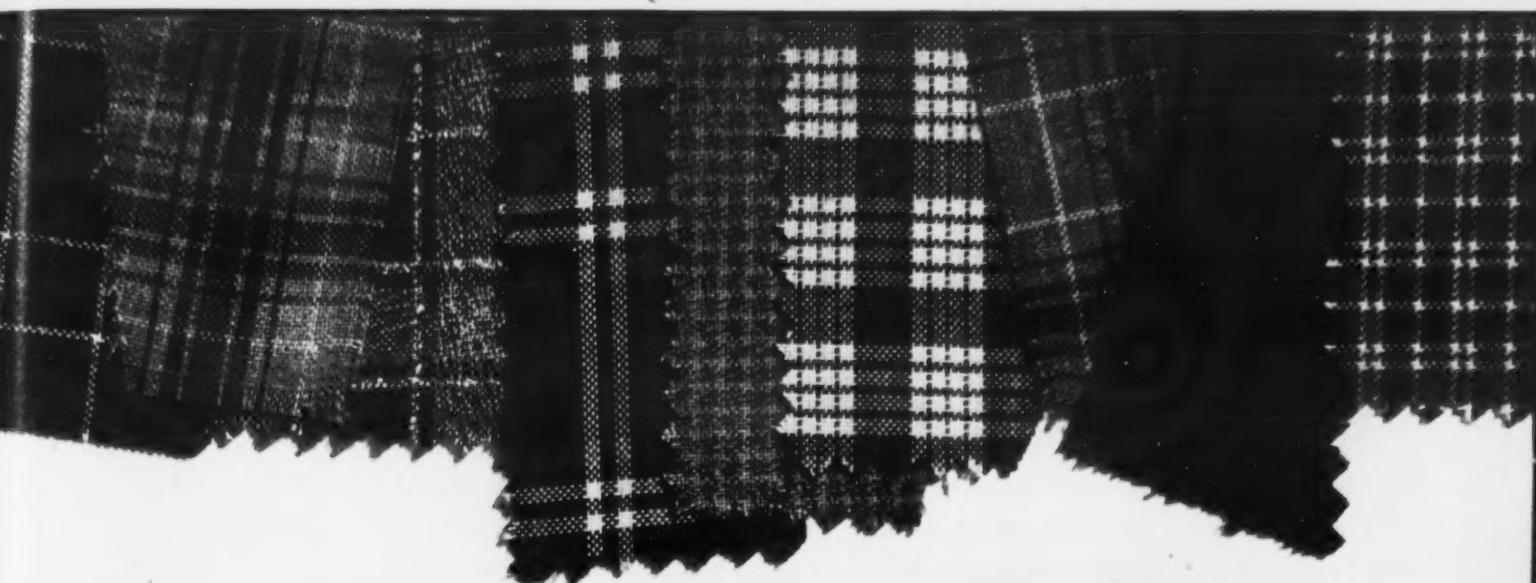


Which *first*? So many, so beautiful, so ready for fashioning into the prettiest pop-in-the-Bendix school clothes of your life. Quadriqa Cloth, the original color-fast cotton, has a special finish that makes it easy to sew . . . even a neophyte with a needle can be "the girl who sews has better clothes." And you'll be surprised how far your money goes!

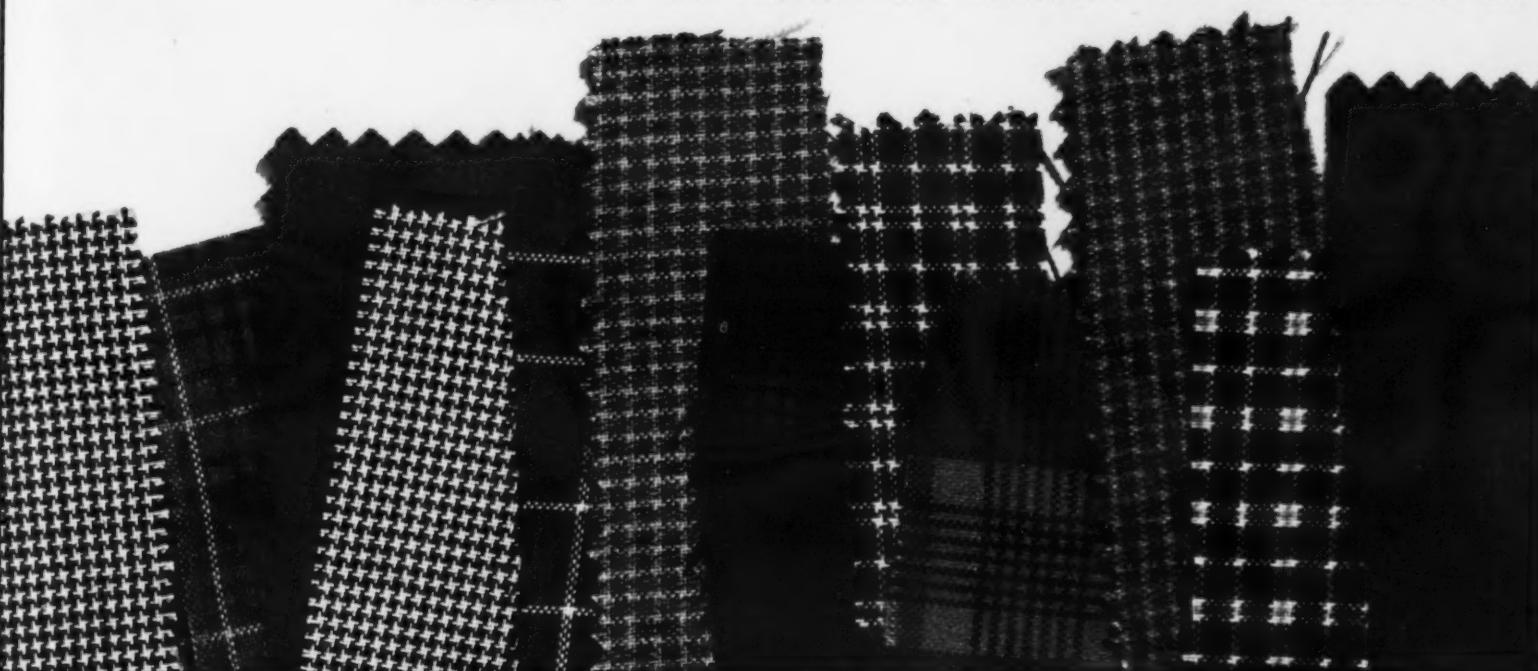
\*50 plain colors, too



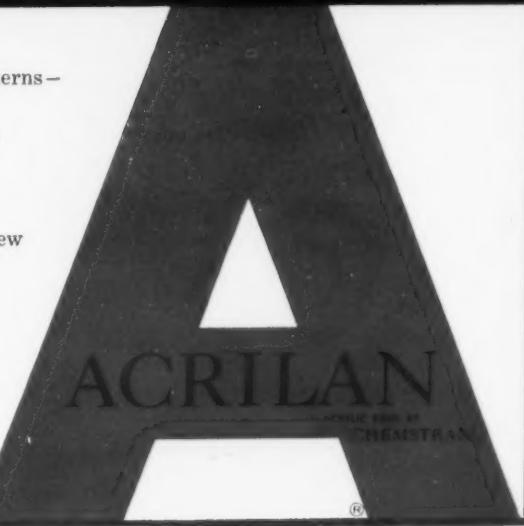
Also at better stores — Ely & Walker Quadriqa Shirts, Pajamas, Spring-Bak Shorts, Dorna Gordon and Jane Clay Dresses, and Gilbrae Fabrics



make your fall wardrobe **WASHABLE**  
make it of fabrics made with Acrilan



Pick your fall fabrics right  
from this page of Diplomat patterns—  
and you've picked a wardrobe  
that's fresh and crisp to the eye,  
soft and warm to the touch  
*and 100% washable!* Acrilan  
acrylic fiber does that—and  
more: it makes the clothes you sew  
dry quickly, hang on to their  
shape and drape with little or  
no ironing, resist wrinkles,  
moths and mildew. Watch your  
dry cleaning bills go  
down, your fashion reputation  
go up when you sew  
with fabrics made with  
Acrilan.



FABRIC: DEERING MILLIKEN'S "DIPLOMAT," 50% ACRILAN, 50% RAYON • ENSEMBLE: DRESS—SIMPLICITY PATTERN NO. 4750. JACKET—NO. 4793. HATS BY MR. JOHN

THE CHEMSTRAND CORPORATION

GENERAL SALES OFFICES: 350 Fifth Ave., New York 1, N. Y. • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND NYLON—Pensacola, Fla.

# NEW...WONDROUS WOOLENS

*Loomed especially for homesewing!*

**You'll find them sponged and pressed...ready-for-the-needle!**

You'll love them...the only collection of quality fabrics designed to offer such easy, speedy cutting and sewing! Ready-for-the-needle Wilton Woolens are created expressly for you...the woman who sews for herself and her family. Specially planned colors, textures and weaves make your work simpler than you'd believe possible...and inspire you to new success in your own wardrobe-designing. Soft and supple, Wilton Woolens tailor superbly and hold

their shape even after long, hard wear. You'll appreciate their enduring New England quality as much as their exciting fashion flavor!

To get the biggest dividends on your fabric investment, get Wilton Woolens! Look for them now...before you plan your new fall wardrobe, before you start that back-to-school sewing. If your favorite store doesn't yet carry these fabrics, write and we'll send you the necessary information.

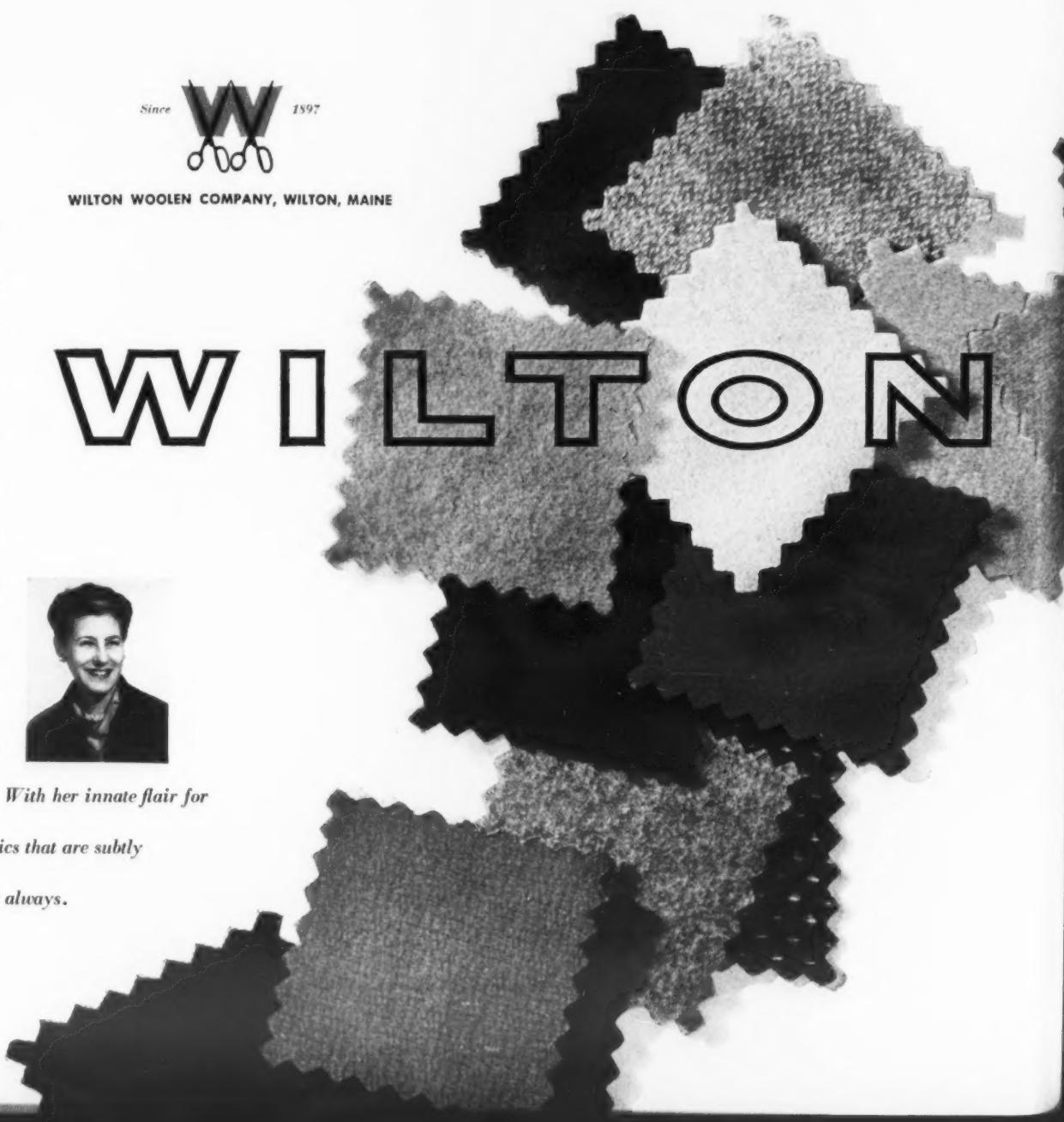


WILTON WOOLEN COMPANY, WILTON, MAINE

You'll find Wilton Woolens  
specially designed to avoid sewing  
problems. The patterns are easy  
to match; the fabrics co-related  
for color, pattern and texture—  
giving you, within every color  
range, a wide choice of fabrics  
adaptable for town or country wear!

**Madame Marianne Granville**

is the noted French fabric  
designer who gives Wilton Woolens  
this versatility, this style authority. With her innate flair for  
fashion, she brings you fabrics that are subtly  
new and exciting, and fashion-right always.





Simplicity Pattern #4765

On sale from \$3.95 to \$9.95 per yard in 54-inch widths

Wilton Woolens come in color-mated patterns and solids in dress, suit and coating weights. They're designed to drape easily, to retain pleats and texture, to resist wrinkles. Some are 100% woolens; some are washable wool blends—carrying the famous Sanforlan trade-mark. All are loomed in the New England tradition of the Wilton Woolen Company of Wilton, Maine, weavers of fine woolens since 1897.

# WOOLENS

Don't miss this sensational combination offer!

Genuine "Griffon" dressmaker's shears  
7½-inch professional-type • heavy nickel-plated • easy cutting • precision-made of top-quality Solingen steel  
plus Wilton's 1954 Swatch Portfolio  
containing generous swatches of dress fabrics, suiting and coatings in solids and patterns; 18 smart colors.  
both for only \$2.00 postpaid!

So you can actually see and feel the new Wilton Woolens, we're making this amazing offer for a limited time only! Shears sell regularly at \$3.00 retail. And you also get the wonderful Wilton swatch portfolio—a fashion inspiration and ready reference for future sewing. Mail The Coupon Today!

"Griffon" dressmaker's shears

Wilton Woolen Company, Department S, Wilton, Maine

Enclosed find \$2.00  cash  check  M.O. (no stamps) covering your Wilton 1954 Swatch Portfolio plus one pair of genuine 7½" Griffon Dressmaker Shears.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

STORE WHERE YOU BUY FABRICS

Offer subject to change or discontinuance without notice. Good only in U.S.A. and its possessions, and valid in any state, territory or municipality where prohibited, taxed or otherwise restricted.



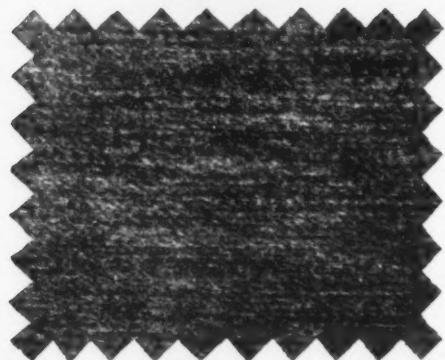
“How  
would you  
like your fabric,  
ma’am?”

“Perhaps you’d like the Fall special—*Pall Mall*? It’s a very good combination of rayon for texture, worsted for airy warmth and nylon for strength and crush-resistance.

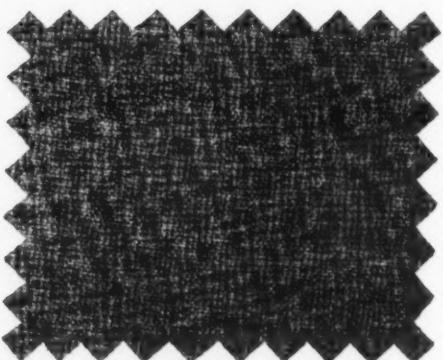
“Or with a saucy tweed texture, yet soft to touch and go places in? Then take our *Turn-To*—rayon with acetate.

“The Printed *Malpaca*, perhaps? It’s a crisp alpaca weave of rayon with acetate—printed with neat geometrics like the diamond and fleur-de-lis shown here.”

PALL MALL®



TURN-TO



MALPACA



These are but three of many wonderful Mallinson ways to make your Fall dresses and suits. You’ll see them all in your favorite fabric center—iden-

tified by the famous Mallinson elephant. Look for this trademark always—it’s your assurance of the finest fabrics you can lay a Simplicity Pattern on!

*Mallinson fabrics*



National Mallinson Fabrics Corp., 1071 Avenue of the Americas,

New York 18 • Chicago • Seattle • Los Angeles • San Francisco

The Prints that Paris likes... for Fall



# COURTESY™

COUTURE COTTONS

Lush, luxurious prints like these are the love of the "little Paris dressmaker" this Fall. But our prices . . . enough to turn any Parisienne green with envy! Discover how easy it is to lend an air of Paris elegance to even your *simplest* pattern! Sew it in a colorful Courtesy Cotton—fabulously high-fashion, couture prints in practical, washable percale. Co-ordinated solids, too.

About 59¢ a yard

Simplicity Pattern 4801

Courtesy Fabrics Available at These and Many Other Fine Stores

Akron	A. Polksky	Dallas	Titche-Goettinger	Los Angeles	May Company	Salt Lake City	Z C M I
Atlanta	Rich's	Dallas	W. A. Green Co.	Louisville	J. Bacon & Sons	San Antonio	Joske's
Augusta	J. B. White	Denver	Joslin Dry Goods	Minneapolis	Dayton Co.	San Francisco	Macy's
Baltimore	Hochschild Kohn	Detroit	Crowley Milner	Minneapolis	Powers	Seattle	Bon Marche
Beaumont	The Fair	Duluth	Duluth Glass Block Store	Nashville	The Cain-Sloan Co.	Sioux City	Younker Davidson's
Birmingham	Burger-Phillips	Evansville	Leo Schear Co.	Newark	Bamberger's	Spokane	Spokane D. G. Co.
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Chattanooga	Miller's	Hartford	Brown-Thomson	Oklahoma City	Halliburton's	Syracuse	Dev Bros.
Chicago	The Fair	Hollywood	Broadway Store	Omaha	J. L. Brandeis & Sons	C. E. Chappell & Sons	Esrig's
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Cincinnati	Shillito's	Jamaica, N. Y.	Phelps	Pittsburgh	Boggs & Buhl	Terre Haute	Lion Dry Goods
Columbus	F. & R. Lazarus	Kansas City	B. Gertz	Pittsburgh	Frank & Seder	Toledo	Hecht's
Columbus	Morehouse Fashions	Knoxville	Jones Store	Portland	Meier & Frank	Washington	
		S. H. George & Sons	Miller & Paine	Richmond	Miller & Rhoads		
		Lincoln		Richmond	Thalhimer's		
						Canada	T. Eaton

BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, INC., New York 13, N. Y.



# Alice in Jerseyland

*Ask salesperson for tearsheet,  
"How to Handle Sag-No-Mor Professionally," from booklet  
at end of bolt or write Dept. S.  
Wyner Fabrics Ltd., 1441  
Broadway, New York 18. Mention  
city nearest you. Please enclose  
self-addressed envelope.*

When Alice found herself in Jerseyland, she looked at the bolts of jersey all around her and breathed, "Wonderfuller and wonderfuller!" Such colors, such designs! Such delicious drape! "And to think it won't change size or shape the way I'm always doing!" Alice could feel her fingers itching to start sewing. She knew she'd be in good company—"all the best designers and finest seamstresses sew with Sag-No-Mor." She decided she'd start with Simplicity's cover dress, #4807. Wyner Fabrics Ltd., 1441 Broadway, New York 18.





SAG-NO-MOR®  
jersey by Wmner

# Color Carnival

WHEN YOU HOME-SEW WITH

COLOR UL

*Continental*

**VEL-FEL**

**FELT**



**VEL-FEL FASHION-WISE STYLES ARE  
SO EASY-TO-MAKE—SO FLATTERING!**

Continental VEL-FEL is the finest in felt, luxuriously made and finished in a wide selection of fashion shades — and so simple to hand-sew! No hems, no linings, no facings, no needle skill for satisfying results at small cost!

Ask for VEL-FEL at your favorite fabric counter — Look for the VEL-FEL trademark — it identifies the finest felt — 72" wide — made of long wearing 100% wool!

**FREE!** Write today for your CONTINENTAL VEL-FEL COLOR CHART and copy of "FELT FANCIES" which shows you how you can easily make clothing, accessories and home furnishings with colorful VEL-FEL!

*At Better Stores from Coast to Coast!*

CONTINENTAL **FELT** COMPANY, INC. 1905  
22-26 WEST 15th STREET NEW YORK 11, N. Y.

# "Prettiest U. S. School Teacher" gives **INDIAN HEAD®** Cotton its toughest test!



**Nell Owen, Dallas teacher**, shown in Life Magazine as "prettiest U. S. school teacher." Miss Owen gave her class a rare assignment: "Put on these brand new Indian Head cotton clothes, and get them as dirty as you can!"



**Messiest class in America!** That was Nell Owen's 4th grade class a few hours later! The children smeared paint, smudged chalk, streaked pencil marks . . . all over their Indian Head clothes! Then the clothes were laundered; came out like new; didn't fade an iota; didn't shrink.\*

**30 washings in a Bendix!** Here is Miss Ann Olson, Director of the Bendix Home Laundrying Institute. The Indian Head dress she holds was laundered thirty times in a Bendix Tumble-Action Washer-Dryer . . . still looks bright as new! Proof positive that this fast-sewing cotton can stand up to constant sudsing . . . Indian Head won the coveted Bendix Certificate of Launderability!



Like Nell Owen's class . . . your children too, can give their clothes rough, tough treatment. Clothes *keep* that "just-made" look, when you sew with Indian Head! Choice of 36 solid colors, at 89c yd., color-related prints at about \$1 yd. Note: not a single child's outfit on this page costs more than \$3.65 to make! For these Simplicity patterns, write: Dept. S, Indian Head Mills, 1407 Broadway, New York 18, N. Y.

**\*Guarantee:** "If any article made principally of Indian Head cotton runs, fades, or shrinks more than 1%, we will make good the entire cost of the article."

## **INDIAN HEAD®**

Wherever you see it . . . we guarantee it!

A Product of **INDIAN HEAD MILLS, INC.**,  
1407 Broadway, New York 18, N. Y.

*Cone Velvelette\**, the *Flannelette of Fashion*, is the ideal way to sew up a warm welcome for winter nights. It has a cuddly soft napped surface. It comes in an eye-filling array of the prettiest patterns that ever went to bed—all in colors of vat fastness. Cone Velvelette\* is available in Sanforized finish. And best of all, it's so sewable!

Now, get the whole family set for anti-sniffle comfort on all the frosty nights to come. Get fashion-right Cone Velvelette\* at your nearest fabric counter.



\*®CONE MILLS, INC.,  
59 Worth Street,  
New York 13, N.Y.

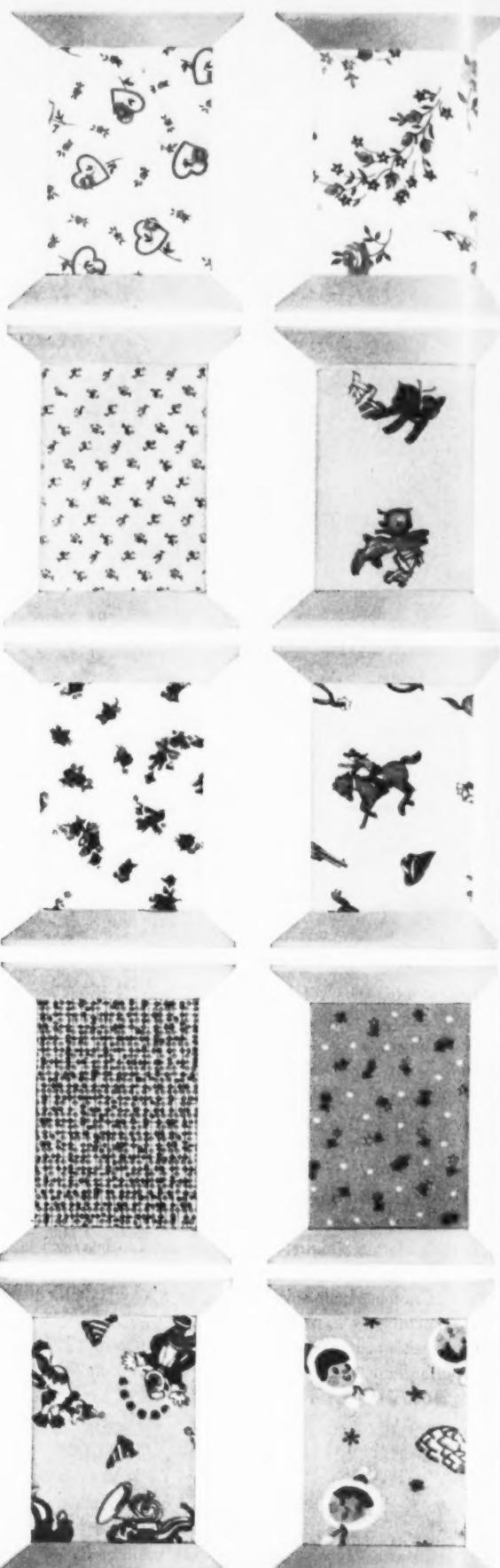


Simplicity pattern numbers:  
Misses'  
gown #4140  
Child's  
pajama #4131

sleeping  
pretty



**CONE VELVELETTE\***





The 's most beautiful poetry ...

translated into WAMSUTTA's exquisite

POETRY-IN-PRINTS. Delicately ed ..

colored by the of genius ... the mood

as romantic as a . Meant for

light ed, versatile fashions that sing

under the as well as the

Lyric reasons why—all year 'round

THE NAME SMART WOMEN TO

IS Wamsutta®

Fabulous fashion cottons in  
the renowned LUSTERWEAVES®:  
Lustercale,® Lustersheen,® Lusterwamco®.  
Including this beautiful print collection with  
the quotation which inspired each  
print on every yard of the selvege. It's  
the star of the season at fine stores  
everywhere...WAMSUTTA's

"Poetry-in-Prints"

®TRADE MARK

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WAMSUTTA MILLS, NEW BEDFORD, MASS.

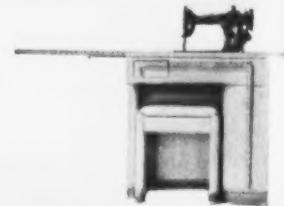
## Straight-needle...

Famous, familiar SINGER. Smoothest-stitching of all "Straight-needle" machines—for all types of everyday sewing from dresses to drapes. In Queen Anne, portable, many handsome styles.

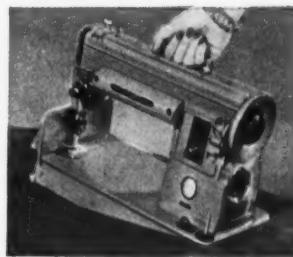
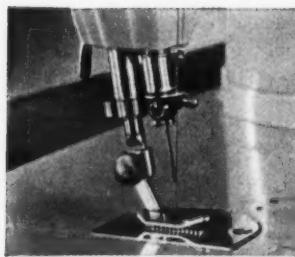


## Swing-needle...

One of first "zigzag" machines. Finest by far! Especially for decorative (as well as straight) sewing. Makes buttonholes, sews on buttons, monograms, embroiders—without attachments!



## and now the exciting new Slant needle SINGER!



**Needle slants toward you** instead of being straight up and down. Makes it easier to see as you sew, easier to "feed" fabrics. An exclusive patented feature, yours only on this newest SINGER\* Sewing Machine. Most modern, streamlined machine ever!

**Use it as a portable, too!** It's the first full-sized cabinet machine with a handle concealed in the top so you can lift it out of the cabinet; carry it around. Sturdy but light. Base fully enclosed. Comes in lovely new soft beige or traditional black.

**New spinet cabinet** designed specially for "Slant-needle" SINGER. Unusually beautiful shape. Right for modern or period rooms. Leaf opens at an angle toward you so you can sit more comfortably, see more easily. Choice of many other cabinets, too.

### Many "never-before" features!

You really have to try the new "Slant-needle" SINGER to appreciate all its amazing sewing advantages! New easy speed control for slowest or fastest sewing ever. Both knee and foot controls. Instant starting—leaves hands free. Seam-width guides on throat plate. Drop feed for darning and embroidery. See it—and the other wonderful SINGER Machines—today.

Easy budget terms—liberal trade-in allowances

**S** \* **Don't be misled.** SINGER sells and services its products only through SINGER SEWING CENTERS, identified by the Red "S" Trade-Mark on the window, and listed in your phone directory only under SINGER SEWING MACHINE CO.

There are more than 1300 SINGER SEWING CENTERS coast to coast . . . and more than 4000 SINGER service cars always ready to bring SINGER service right to your door.

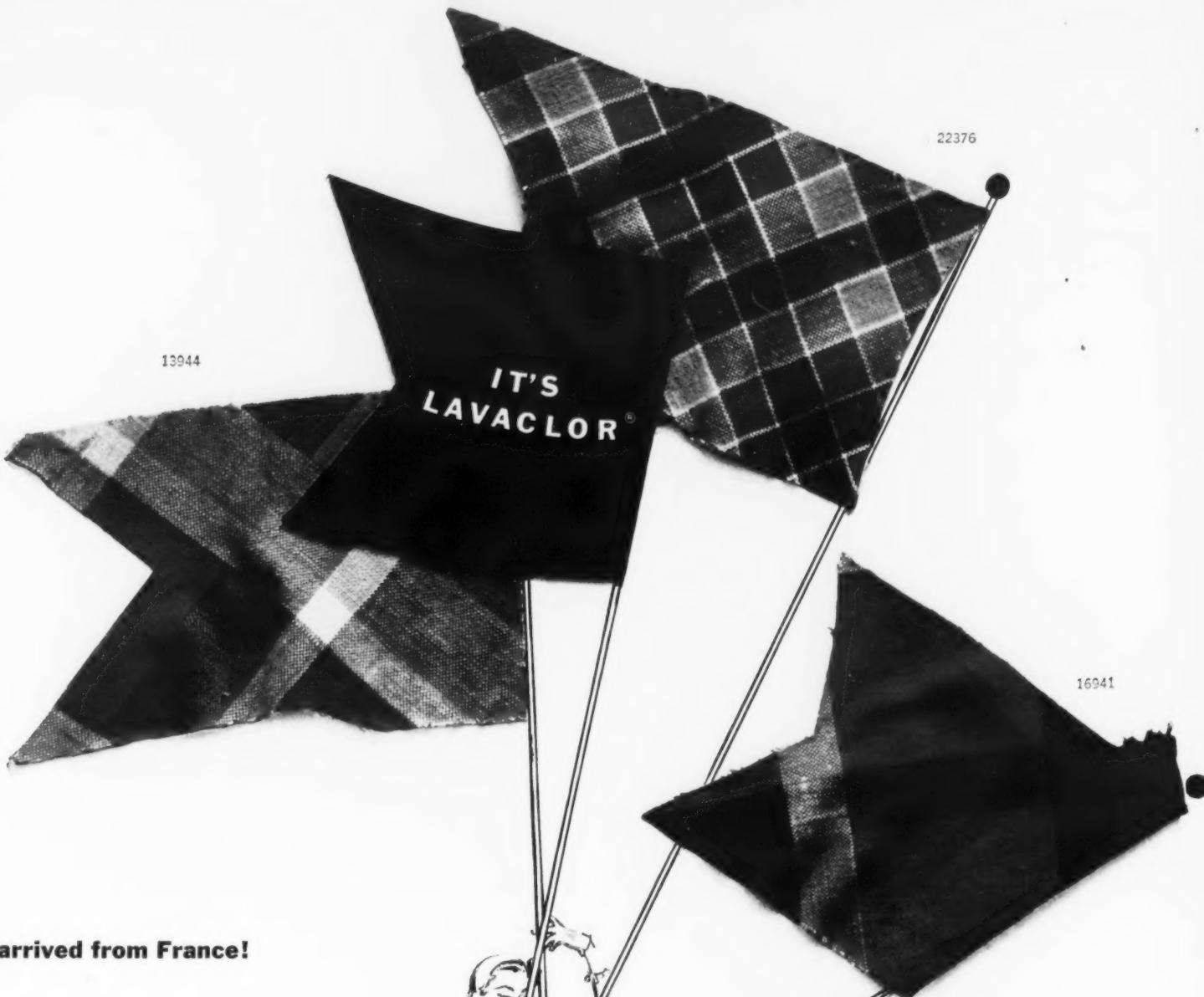


Whichever type of sewing machine you prefer—

**SINGER offers you the finest in its field!**

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**SINGER SEWING CENTERS**  
THERE'S ONE NEAR YOU TO SERVE YOU



## newly arrived from France!

Boussac, one of the world's largest and finest textile organizations, now sells this famous made-in-France cotton in the United States.

You can buy LAVACLOR in new, gay, Paris-designed plaids right here at leading American stores, to make lovely dresses and blouses for yourself and Sis...handsome shirts for Dad and Junior...rompers for Baby Brother!

Of fine imported cotton, it's versatile and long-wearing. 40 inches wide. Only **\$1.25 to \$1.50** a yard!

- Color fast
- Easy to wash
- Preshrunk\*

See LAVACLOR today at fine stores  
Or write CIC TEXTILES - NEW YORK, INC.  
c/o John P. Maguire & Co. Inc.  
370 Fourth Avenue, New York City

\*Residual shrinkage not to exceed 1 1/2%.

†Trade-mark

Simplicity Pattern No. 4831

Simplicity Pattern No. 4867



*When you're looking for* Washable Woolens  
*ask for the* Originals

# LEBANON'S

*luxurious by-the-yard Sanforlan® fabrics*

# WASHaFLAN® and WASHaJERSI® . . .

*the fabrics that come out of the suds in perfect shape!*

## *Simplicity Patterns*

#4766 jumper of WASH-a-FLA

#4552 blouse of WASH-a-JERS

#4774 child's jumper of WASH-a-FLAN  
#4419 child's blouse of WASH-a-JERSI

*Made with Krush-Proof® interfacing  
for lasting shape control.*

Wash-a-flan (85% wool, 15% nylon flannel) in brilliant plaids and patterns. Wash-a-jersi, 100% pure *worsted* wool jersey in beautiful solid hues. Both leave the suds soft, bright, in perfect shape. Popularly priced and sold by-the-yard in more than 2000 fine stores. If your city is not listed, write: LEBANON FABRICS CORP., 450 Seventh Avenue, New York 1, N. Y.

Aberdeen, Wash., *G. A. Pearson*  
 Akron, Ohio, *A. Polsky Co.*  
 Albany, N. Y., *W. H. Whitney*  
 Albany, *Oneida*  
 Albuquerque, N. M., *Kistler-Collister Co.*  
 Arlington, Va., *The Hecht Co.*  
 Alliance, Neb., *L. B. Murphy Co.*  
 Anchorage, Alaska, *Wolfe's Department Store*  
 Antwerp, Conn., *W. E. Marchig*  
 Antigo, Wise, *Glendale*  
 Arlmorpe, Pa., *Strawbridge & Clothier*  
 Ashbury Park, N. J., *Steinbach Co.*  
 Ashbury Park, N. J., *Tepper's*  
 Atlantic City, N. J., *W. H. Johnson*  
 Atlantic City, N. J., *M. E. Blatt Co.*  
 Baltimore, Md., *O'Neill & Co.*  
 Battle Creek, Mich., *Probasco's Quality Fabrics*  
 Baytown, Texas, *The Fabric Shop*  
 Beaver Dam, Wis., *Newton & Wens, Inc.*  
 Beloit, Wis., *McNealy's*  
 Bend, Ore., *Wetzel's*  
 Billings, Mont., *Vaughn & Ragsdale Co.*  
 Birmingham, N. Y., *Fowler & Walker*  
 Bloomington, Ill., *Woolen Mill Store*  
 Boston, Mass., *Jordan Marsh*  
 Brigham City, Utah, *Horsley's*  
 Brooklyn, N. Y., *Abrams & Strauss*  
 Buffalo, N. Y., *Wm. Hengerer Co.*  
 Butler, Pa., *W. H. Troutman*  
 Canton, Ohio, *Macmillan & Jones, Inc.*  
 Cape Charles, Va., *W. B. Wilson & Son, Inc.*  
 Casper, Wyo., *Kainis Dept. Store*  
 Champaign, Ill., *B. Lewis & Co.*  
 Champaign, Ill., *W. H. Johnson & Co.*  
 Chillicothe, Ill., *G. C. Willis*  
 Chattanooga, Tenn., *Miller Bros. Co.*  
 Chelchis, Wash., *Yact's Dept. Store*  
 Chicago, Ill., *Fair*  
 Chicago, Ill., *Catelyn's Peoples Store*  
 Chicago, Ill., *W. H. Johnson*  
 Cincinnati, Ohio, *Rollman & Sons*  
 Cleveland, Ohio, *The Halle Bros. Co.*  
 Cleveland, Ohio, *The Bigbee Co.*  
 Colorado Springs, Colo., *Fabrics, Inc.*

Columbus, Ohio, *The F & R Lazarus & Co.*  
 Coose Bay, Ore., *The Hub*  
 Coopersburg, Pa., *W. H. Fabisch Shop*  
 Council Bluffs, Iowa, *The John Beno Co.*  
 Dallas, Texas, *Titchie-Goettling Co.*  
 Danville, Ill., *Meis Bros. Inc.*  
 Danville, Va., *L. Herman, Inc.*  
 Des Moines, Ill., *Fay Fabric*  
 Do Koda, Okla., *Elk Bros.*  
 Denver, Colo., *Denner Dry Goods Co.*  
 Detroit, Mich., *Croyle-Milner*  
 Dixon, Ill., *Eichler Brothers, Inc.*  
 Durango, Colo., *Gordons, Inc.*  
 East Lansing, Mich., *Garfield's House of Fabrics*  
 Easton, Pa., *W. H. Fabisch*  
 Eau Claire, Wise, Ill., *Samuelson D. G. Co.*  
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 Eugene, Ore., *W. H. Fabisch*  
 Everett, Wash., *Kasper's*  
 Everett, Wash., *Albert*  
 Fairbanks, Alaska, *Nedine's Fabric Shop*  
 Fairbanks, Alaska, *Northern Commercial Co.*  
 Fairmount, Minn., *Wolf Haberlin, Inc.*  
 Ferndale, Wash., *W. H. Fabisch*  
 Flint, Mich., *Baldwin Brothers Trading Co.*  
 Flint, Mich., *Flint Woolen Co.*  
 Flint, Mich., *Flint Dry Goods Co.*  
 Flushing, N. Y., B. Geiss  
 Fort Dodge, Iowa, *Boston Store*  
 Ft. Lauderdale, Fla., *W. H. Fabisch*  
 Ft. Worth, Texas, *W. H. Stripling Co.*  
 Framingham, Mass., *Jordan Marsh*  
 Fresno, Calif., *Cooper*  
 Fresno, Calif., *W. H. Stripling's*  
 Gary, Ind., *H. Gordon & Sons*  
 Geneva, N. Y., J. W. Smith Dry Goods Co.  
 Goshen, Ind., *Plaut's*  
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 Green Bay, Wis., *H. C. Prange*  
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 Milwaukee, Wisc., *Boston Store*  
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 Milwaukee, Wisc., *Kosack Fabric Center*  
 Milwaukee, Wisc., *W. S. Donaldson Co.*  
 Modesto, Calif., *Luell's*  
 Mount Vernon, Wash., *Miller's*  
 Nashville, Tenn., *Loverman, Berger & Teitelbaum*

New Castle, Pa., *New Castle Store*  
New Haven, Conn., *Edw. Malley Co.*  
New Haven, Conn., *Kennington Co.*  
New Haven, Conn., *Farmers' House*  
New York City, N. Y., *John Wanamaker*  
Oak Ridge, Tenn., *The Cloth Shop*  
Ogden, Utah, *Button Box*  
Olympia, Wash., *Miller's*  
Orlando, Fla., *Woolen Shop, Inc.*  
Orange, N. J., *Rosenberg's*  
Paris, Texas, *Agnes*  
Parkington, Va., *The Hecht Co.*  
Pasadena, Calif., *Bullock's*  
Paterson, N. J., *Woolen Dept., Store*  
Peoria, Ill., *Bergers*  
Peoria, Ill., *Block & Kuhl Co.*  
Peoria, Ill., *Fay Fabrics*  
Peoria, Ill., *Rockwell-Perry Co.*  
Perry, Okla., *John Wanamaker*  
Philadelphia, Pa., *John Wanamaker*  
Philadelphia, Pa., *Staelenburgs*  
Plainview, Texas, *The Yardstick*  
Portland, Ore., *Kaufmann Dept. Stores*  
Portland, Ore., *Weyer & Frank Co.*  
Prinsville, Ore., *Erickson's Dept. Store*  
Providence, R. I., *Garr's*  
Pueblo, Colo., *Discret's Fabrics*  
Pittsburgh, Pa., *C. & W. Co.*  
Rochester, N. Y., *W. Edwards & Son*  
Roseburg, Ore., *Miller's*  
Sacramento, Calif., *Weinstein, Lubin & Co.*  
St. Louis, Mo., *Welden's*  
St. Petersburg, Fla., *Mass Bros.*  
St. Paul, Minn., *Orchardland*  
Salt Lake City, Utah, *Fabrics*  
San Antonio, Texas, *Jotke's of Texas*  
San Diego, Calif., *Walker-Scott Corp.*  
San Francisco, Calif., *City of Paris*  
San Francisco, Calif., *Fabric Lane*  
Santa Barbara, Calif., *Woolen Fabrics*  
Santa Fe, N. M., *Desdul's*  
Savannah, Ga., *Joe Gardner*  
Savannah, Ga., *Lery's of Savannah*

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Mian, Schuneman's, Inc.  
Mian, Nell B., Murphy Co.  
Mian, P. C. & Son, Inc.  
Wash., The Sewing Basket  
yan, Wisc., H. C. Frange Co.  
n, Wash., Lumbermen's Merc. Co.  
Wyo., Stevens-Pryerberg & Co.  
Spring, Md., The Hecht Co.  
City, Iowa, T. S. Martin  
Bend, Ind., Robertson's Dept. Store  
Bend, Ore., The Clarendon  
n, Wash., The Greenfield  
Held, Ill., Westenberger's  
field, Mass., Forbes & Wallace  
field, Mass., Albert Steiger Co.  
Mass., The Campbell Co., Inc.  
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Wash., The Bon Marche  
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Mass., The Bon Marche  
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Arts, Inc., Dept. Store  
Wash., Hadley's  
La., Texas, The Fabric House  
La., Tex., Metzger Wright Co.  
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Court, Concord  
Iowa, James Black Dry Goods Co.  
Iowa, N. Y. Smith & Percy, Inc.  
Iowa, Winkelman's Dept. Store  
Iowa, Winkelman Bros. & Co.  
Iowa, West Bend Woolen Mill Sto.  
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everything in...

*Spring Knight*<sup>\*</sup>

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Here's a secret every Daughter of Eve can use to advantage: *If you want lots of good looking clothes for classroom and dating, make 'em yourself with Spring Knight Broadcloth.* It's a cinch to sew, drapes blissfully and comes in the most alluring jewel-bright tones and a bevy of beautiful prints, all washable and completely colorfast. Sanforized, too . . . shrinkage is held to less than 1%. You can easily whip up a wardrobe of blouses, dresses and separates that look expensive\*but aren't . . . anything you make with Spring Knight Broadcloth looks like a million, costs just a mite—about 59¢ per yard at your favorite fabric shop.

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*all dear to the hearts of mothers-  
and daughters, too!*

attractive, easy-to-sew

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Most little girls like to have lots and lots of pretty dresses. That's why more and more mothers everywhere sew for their daughters with economical, delightful "Everglaze" cottons by Fuller Fabrics. Attractively priced, designed in bright new patterns and colors that bounce with freshness—"Everglaze" cottons are a pleasure to have and to care for with their world-famous tested properties:

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For little-girl fashions, dear to the hearts of mothers and daughters alike, sew with "Everglaze" cottons by Fuller Fabrics. At all fine stores in a fall and winter selection of textures, patterns and colors.



**A** **Classic Jumper** in "Everglaze" Fashiontrack, a textured ottoman cotton in flowered print; little boy blouse in "Everglaze" Playchene, a "no-iron" cotton. By Fuller Fabrics. Simplicity Patterns #4786, #4789—sizes 7-14.

**B** **Little-Girl Separates** with yoked blouse of "Everglaze" Playchene, a "no-iron" cotton; pleated skirt in "Everglaze" textured cotton Sun Valley print. Both by Fuller Fabrics. Simplicity Pattern #4825—sizes 7-14.

**C** **Teacher's Pet** one piece full-skirted dress with bib inset fashioned of "Everglaze" Fashiontrack, a textured ottoman cotton by Fuller Fabrics in novelty duck print. Simplicity Pattern #4773—sizes 7-14.

**D** **School Party Dress** in "Everglaze" Spotlight, a combed cotton satin by Fuller Fabrics in flowered ticking design, trimmed with "Everglaze" Spotlight complimentary solid color. Simplicity Pattern #4624—sizes 7-14.

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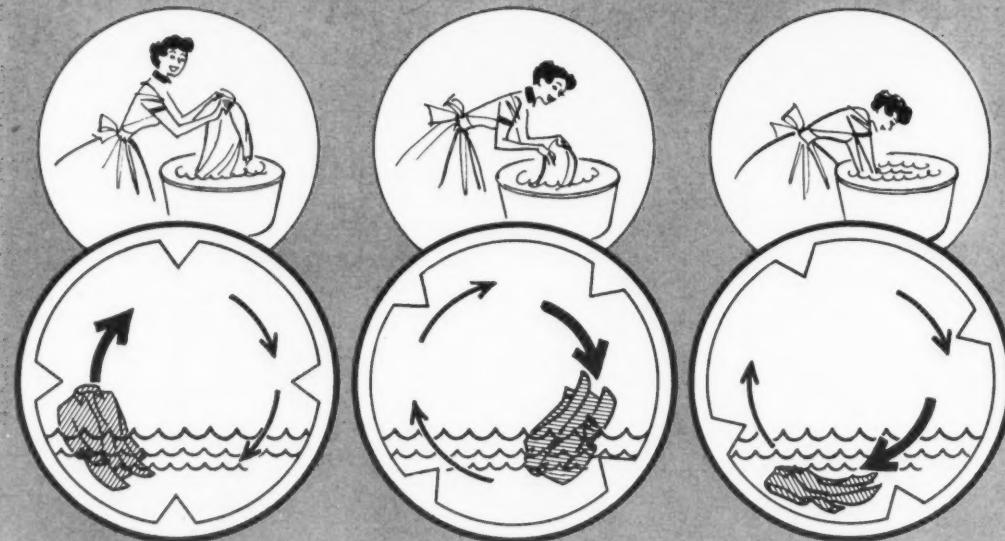
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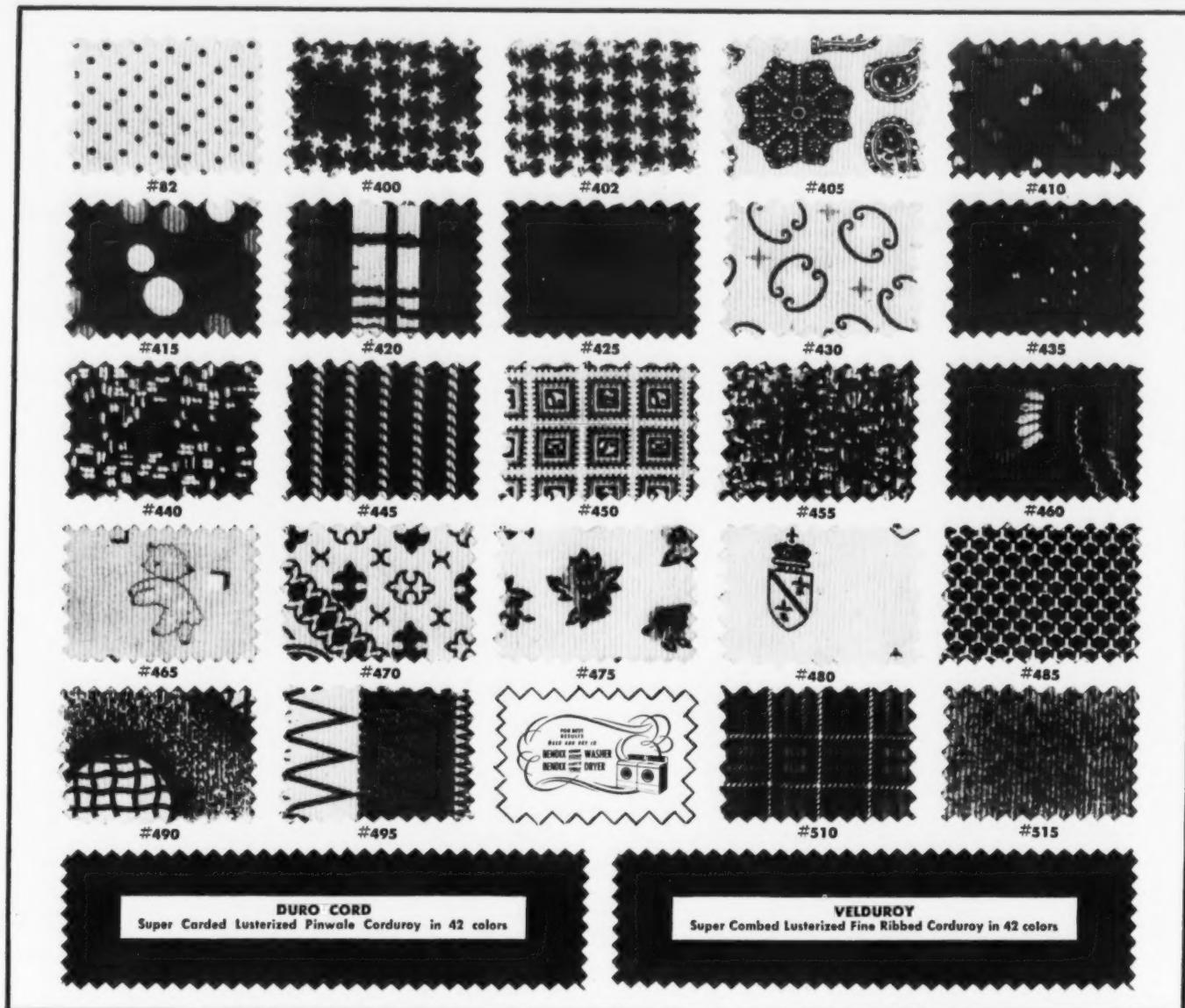


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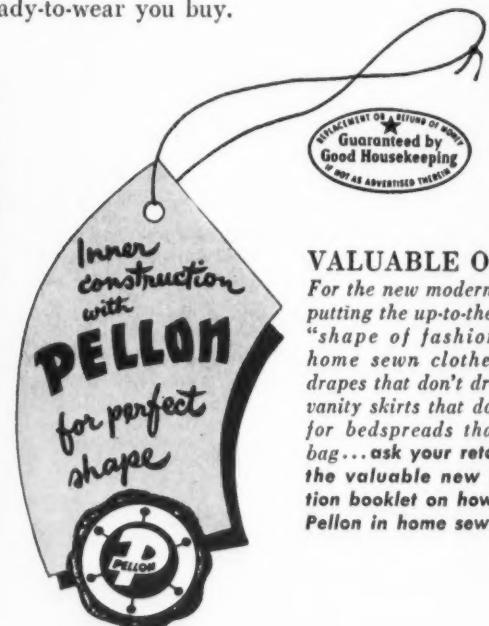


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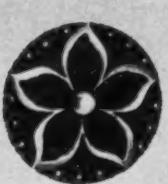


968

3612

9089

9094



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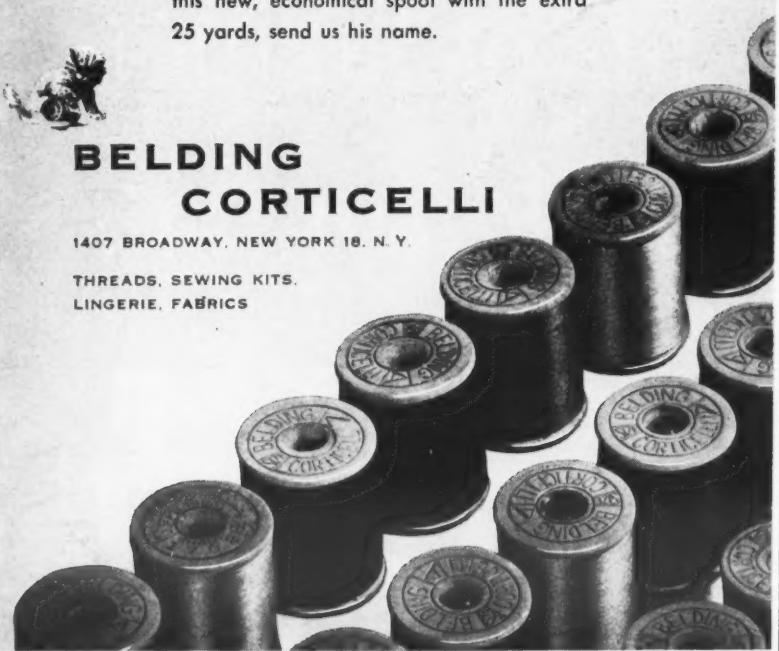
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Double featured: a lean silhouette. 4833 — Dress with high arched midriff, deep slash at its neckline. Bracelets by Marietta Larsen. Made of Fabrex rayon and Acrilan Eye-catcher print. Sizes 12-20, 35c.



4734 — Cited for pure lines, a dress with open V neck, straight skirt, chic contrasting details. In Wyner's Sag-No-Mor worsted novelty jersey. Sizes 12-20, 35c. All Simplicity Patterns are printed.

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Simplicity Pattern #4797



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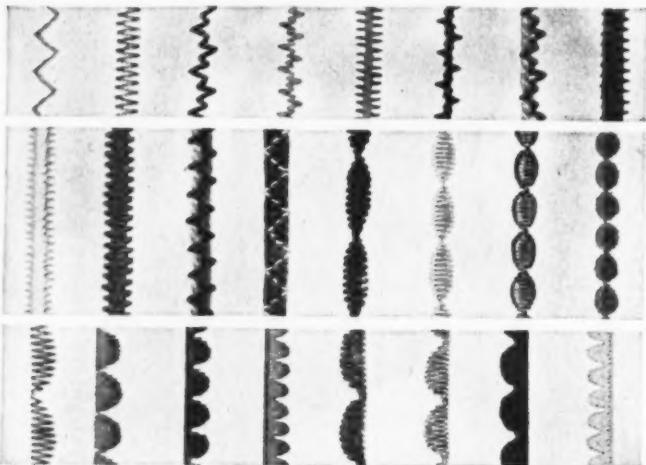
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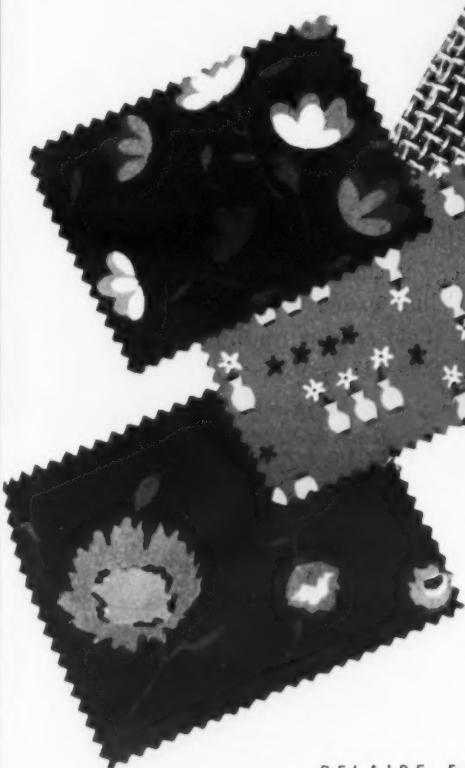
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Simplicity Patterns  
Mother's, 4834 — Daughter's, 4825



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# Simplicity

## Fall and Winter 1954 Pattern Book

Cover: Influenced by this year's popular shirt fashions. A dawn to dark dress, the neckline buttoned high or worn open for a filler of scarf or pearls. Prym self-covered buttons. Wyner's Sag-No-Mor worsted jersey, interfaced with Armo hair canvas. Brooke Cadwallader scarf. 4807, sizes 12-20, 35c. Photographed by Avedon.

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## Patterned For Fall and Winter 1954

Time now to look ahead — from the last warm days of Fall to the crisp cold winds of winter. Time to think of fashion in layers — the dress, the blouse, the skirt, the jumper, the suit — and the way they go together or apart under coats and toppers. Time to think of school, and the way a well dressed student should look. Time, also, to start planning and sewing the very special gifts you'll be sending to your loved ones this Christmas. We hope, as your editors, that we've anticipated all your needs, and shared with you our own feeling of fashion excitement that is part of the Autumn mood. So here it is, full of ideas, your Fall and Winter 1954 Simplicity Pattern Book!

# THE SHIRT



4813

# STORY

The shirt is back and it's quite a story, too — just about the biggest of the year, we think. There's news in the varied detail of it, the charming feminine fabrics to which it adapts itself, the places it will go (nearly anywhere).

In color: 4813 — A shirt that lends itself to many interpretations. Here it is in the fresh blue and white stripes of Avondale Mignonne chambray.

Note snowy collar and cuffs, breast flap, and the smart way stripes reverse direction. Sizes 12-20, 35c. BGE buttons.

4817 — Simple-to-Make one yard skirt of Wilton flannel has tabbed pocket. Waist sizes 24-30, 35c.

Sketches: Same shirt, shown in new fabrics and colors. Note repeat of tab above the inverted pleat extending from back yoke.

Pellon interfacing.

Backviews pg. 64. Yardages

pg. 66. Accessories pg. 68.

All Simplicity Patterns are printed.



4703 — A full-skirted shirt-dress, with six rows of decorative banding to play up the new "little-girl" look. Sizes 12-20, 35c. On these pages: All buttons by B.G.E., Pellon interfacing. Bkvs. p. 64, Ydgs. p. 66, Acces. p. 68. All Simplicity Patterns are printed.



# THE SHIRT



4828



4739

KAREN RADKAI



4794



4852

OLESON

# STORY

The shirt has become a fashion idea — and its really big story is in the way the designers have adapted its mood and details to all types of easy, wearable fashions.

4757 — The shirt feeling, stressed in the button-up front, the flared collar and cuffs. Note the new shoulder cut, the paired-off buttons, the smooth fit enhanced by

Security's checked black and white worsted jersey. Simple-To-Make in sizes 12-20, 35c.

4813 — A very new adaptation — the shirt-blouse with short shirt-sleeves, creating that chic "little-girl" look. Fluegelman's Bryn Mawr cotton challis. Sizes 12-20, 35c.

4828 — Perfectly classic, the shirt-dress with fitted bodice, tight sleeves, a soft dirndl skirt. The collar — detachable — inviting the luxurious addition of fur collars and cuffs. Mink by Winter Furs. Lebanon wool and rabbit hair tweed jersey. Sizes 11-18, 35c.

4739 — Cut as slim as a sheath, the shirtwaist dress that buttons all the way to the hem and sports a tiny stand-up collar. Of Lebanon's Sanforlan Washaflan. Sizes 12-20, 35c.

4794 — In the mood of a shirt — this figure slimming dress with a highly tailored neckline, snug three-quarter sleeves, a peg-pocket skirt. Sizes 12-20, 50c.

4852 — The influence — a full-dress man's shirt — with bib yoke releasing tiny gathers for a bloused softness. Sizes 12-42, 35c.



The shirt idea — carried into six easy-going fashions.

4564 — The straight-coat, cut like a collarless shirt with side slashes at hem, deep pockets, and flared cuffs.

A perfect extra for cool fall days. Sizes 12-20, 50c.

4788 — The slim, hip-length jacket with a shirt look, its neckline convertible, the sleeves accented with tabs.

Good in either real or fake leathers. Sizes 11-18, 35c.

4814 — Two dresses, to wear separately or to combine into a third jumper ensemble. Planned around a simplified shirt dress with bloused three-quarter sleeves, a full skirt, and real pussy-cat bow. Its partner, a scoop necked sleeveless dress with skirtful of unpressed pleats, to wear like a jumper. Of Galey and Lord Swagger Gingham, and cotton alpaca Grana. Sizes 11-18, 50c.

Backviews pg. 64. Yardages pg. 66. Accessory information listed on pg. 68. All Simplicity Patterns are printed.



# THE



4783

KAREN RADKAI

4783 — Dress with flared collar, short shirt-sleeves. At the back, a deep V yoke, releasing bloused gathers. Of Peter Pan Sanforized New Colonies cotton print. 12-18, 35c.

4798 — Slim dress with deep-cut sleeves and back fullness. Just one button to close the plunging shirt line on bodice front. Featured in sizes 12-20, 35c.

4761 — The true shirt, elongated to dress length, cut straight and belted-in to fit any waist measurement. Note front tab and shirt hemline. Fabrex washable Eyecatcher of rayon and Acrlan. 11-18, 35c. Pellon interfacing.



4798



4761

# SHIRT STORY



4796



4797

## In the Spotlight: Suit-Coat Combinations

4757



Smart fashion planning — the ensemble: a basic coat, companionable suits, interchangeable blouses.

*In Color:* 4796 — Variation on a suit classic — big news in the high round neck and tabs that echo its curve — charm in the easy swing of its skirt. Fabric: Milliken's washable Lorette flannel of Orlon and wool in a rich camel's hair beige. La Mode buttons. Sizes 11-18, 50c.

4797 — A classic coat in neutral gray — loose enough to top any suit on these pages — cut with tapered sleeves and a slight flare. Of Milliken's Deerhead Chinchilla interfaced with Armo hair canvas. Earl-Glo Milium lining. Sizes 12-42, 50c.

4843



4757 — Right with any suit on these pages, a blouse of Heller's worsted jersey. Sizes 12-20, 35c.

4843 — Three-piece box suit — in high fashion favor for its coordinated weskit and jacket lining. Slim skirt. In Fluegelman's Westwood wool and Bryn Mawr cotton challis. Sizes 12-20, 50c.

4796 — Dark braid dramatically defines the smooth fit of a jacket worn over this narrow skirt. Burlington's Oracle suiting of rayon, Orlon, and acetate. Earl-Glo lining. Sizes 11-18, 50c.

4842 — Repeating the high-necked idea, tabbing it at collar and pocket for extra chic. Wilton's novelty check wool suiting with Milium lining. Sizes 11-18, 50c. La Mode buttons. Backviews page 64. Yardages page 66. Accessories page 68. All Simplicity Patterns are printed.

4796

4842





**In the Spotlight:  
Suit-Coat Combinations**

4437 — To cover the high fitting bolero suit shown below — this one-button jacket with back swing to compliment the pleats of our suit's slim skirt. In Anglo's Flamette coating with Milium lining. Sizes 12-46, 50c. La Mode buttons are used on these pages.

4612 — Ideal over our cape collared suit — a jacket with uncluttered neckline, low-set back belt. In Botany's Shadowspray sculptured coating, Earl-Glo lined. Sizes 11-18, 35c.



8488 — Bolero suit, swept back into a fan of pleats, has contrasting lapels and cuffs on its shaped jacket. In Mallinson's rayon and acetate "Ruffanuff" suiting. Sizes 11-18, 50c.

4842 — Trim suit with romantic cape collar. Botany's Reedston flannel. Sizes 11-18, 50c.

4791 — A classic with sophisticated tab details. Botany's Princessa flannel. Sizes 12-42, 50c.

4780 — Perfect over all suits, a loose, wrap-around coat with the luxury-look of an oversized shawl collar. Sleeves tapered from deep-set armholes. In Botany's Kasra coating with Earl-Glo lining. Sizes 11-18, 50c. Suits and coats interfaced with Armo hair canvas.

Backviews p. 64. Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.



4791



PAUL NADKAR



4780



4800

Three top fashions based on the Empire line, complimented by high-fitted jackets. Large color photo: 4800 — A dress with carved midriff, white collar, and column of La Mode buttons. In Botany's blue Princessa flannel. Sizes 12-20, 50c. Small color photo: 4818 — On cool fall days, top your sheath with this brief navy jacket of Botany's Grandessa Velour. Sizes 12-20, 35c. Fashions on these pages are shaped from within by Formite interfacing.



4818

HIMMEL

## In the Spotlight: The Empire Sheath



4760



4760 — One of the season's prettiest Empire sheaths — its high curve accented by a self band and bow — covers up with a tiny double-breasted jacket, correct for day or evening occasions. Of Juilliard's Juliette velveteen. Sizes 11-18, 50c. Talon's Seam-Thin zipper for sleek fit.



4762



4762 — Two views — one outfit. Figure-sculpting dress has a row of buttons, smartly intercepted by its short, slanting jacket. In Lankenau's Raynor flannel of rayon and orlon. Sizes 11-18, 50c. Bkviews. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



4765

## **In the Spotlight: The Jumper-Dress**

Specially cited for its versatility — a fashion-wise jumper that can be worn alone or teamed with blouses, sweaters, jackets, and toppers. 4765 — Our slim, torso-molding dress "jumperizes" beautifully over a Hadley turtle-neck cashmere sweater. Tapered jacket with pocket detail gives it the look of a suit. Outfit of Milliken's herringbone tweed is Milium lined. Sizes 12-18, 50c. Talon Seam-Thin zippers are used throughout these pages.



4765

HIMMEL

*Right:* High-bodiced, full-skirted plaid jumper worn two ways: with a long-sleeved shirtwaist or a waist-length jacket. The jumper: 4808, sizes 11-18, 35c. The jacket: 4818, sizes 12-20, 35c. Fabric coordinates of plaid and plain are in Milliken's Acrilan and rayon Diplomat. The blouse is of Skinner Silk Surah. 4854, sizes 11-18, 35c.



*Left:* The jumper sheath, styled for slimness, with a three-button tab on its bodice. 4808, sizes 11-18, 35c. Shown again, wed to a scoop-neck jacket. 4549, sizes 11-18, 35c. In Cohama's Tebilized Pickwick flannel. The soft blouse with push-up sleeves of Bates Disciplined Dynelon Challis. 4610, sizes 12-20, 35c. Fashions shaped with 39" Formite interfacing. Buttons by La Mode.



*Right:* 4759 — Princess dress with wonderful jumper possibilities. Back pleat and suggestion of double pockets on stand-away jacket. Both in Bauling's Donegal tweed. Sizes 11-18, 35c. The perfect compliment: a high-necked Simple-To-Make blouse of Bauling's worsted jersey. 4815, sizes 11-18, 35c. Backviews p. 64. Yardages p. 66. Accessories page 68. All Simplicity Patterns are printed.





## In the Spotlight: The 2-Piece Dress

Dresses that feature the two-piece idea — all slim-skirted and non-bulky for smooth fit under coats. Formite 39" interfacing. 4876 — Our interpretation of the popular "ship-ahoy" look, made with a classic sailor collar, soft floppy tie, and middy sleeves. Note the newness of its molded blouse, narrow skirt. In Lebanon's Sanforlan Washaflan with Robaix acetate Surah. Sizes 11-18, 50c. 4835 — A tunic that flares prettily over the slenderest of skirts. Criss-cross tabs add arresting smartness to a simple neckline. Costumakers' buttons for front closing. In American Silk Mills silk, worsted, and mohair alpaca. Sizes 12-20, 50c. 4781 — Accent on elegance of this suit dress with rounded stand-off collar as the point of departure for a triple set of tab closings. Milliken's wool and rabbit hair Angoradown. Sizes 12-20, 50c.





**In the  
Spotlight:  
The  $\frac{3}{4}$  Coat**

Designed to top everything in sight this fall.

4839 — A three-quarter coat with real swagger.

Flap pockets, tabbed sleeves. Fabric: Wilton's Aberdeen check fleece coating, interfaced with Armo hair canvas. Milium lining. Skirt: Maine Stem flannel. Sizes 12-20, 50c.

4797 — Casual enough for daytime, festive enough for dress — a one-button topper with slant pockets and rich velvet collar. Hanora's washable Orlon Orella fleece. Washable Milium Orlon lining. Sizes 12-42, 50c. Bkws. p. 64. Ydgs. p. 66.

Accs. p. 68. All Simplicity Patterns are printed.



4836

**In the Spotlight:  
The Princess Shape**



4831

4831 — The princess in a candlelit mood. Note romantic verve of its new-looking cape collar, the swish of its full skirt. In Cohama's Magicrepe crepe taffeta. Sizes 11-18, 35c. Dresses interfaced with 39" Formite.

4836 — The ideal travel companion for any princess dress — a coat shaped to its narrowed-in bodice and out-going skirt. This one buttons to the waist, has pretty curved cuffs and round collar. Of Anglo's Doesana Bolivia velvet pile coating, interfaced with Armo hair canvas. Sizes 11-18, 50c. La Mode buttons. Bkviews, p. 64. Ydgs. p. 66. Access. p. 68.



4795 — The princess coat dress, with huge pussy-cat bow at the throat, short cuffed kimono sleeves, a column of buttons down the front. In Schwarzenbach's Royal Antique taffeta. Comes in sizes 12-20, 35c.

4743 — The princess in a festive feeling. Neckline, divided by a built-up midriff, dips to a deep V, back and front. Mallinson's textured cotton and rayon faille Riviera Faille. Sizes 11-18, 35c. All Simplicity Patterns are printed.



4674 — Modified princess in a light-hearted dancing spirit. Boat neck and wide eight-gore skirt. Skinner screen printed Deep Lustre satin. In sizes 11-18, 35c.



4639 — The princess with a party radiance. Square neck sunk into its sculptured bodice. Swing skirt with ballroom manners. Fisba's cotton jacquard. Sizes 11-18, 35c.





Designed for compliments and corsages.  
4320—Stunning halter, cut low. Vanetta's  
Italian Cantoni velveteen. 11-18. 35c.  
Bouffant skirt with cummerbund. H. Bates  
nylon net and taffeta. 4776. 23½-30. 35c.

4779—A curve of scallops carves out  
the enchanting neckline of this dress  
with molded bodice. Skirt flares  
gracefully. Amity's Imported Italian  
Cantoni velveteen. Sizes 12-20. 35c.



## In the Spotlight: The Portrait Dress



4704—Dream dress for a party-bound belle. Set into the looping band that frames its shoulders, soft bodice folds shaped like flower petals. Taut midriff sweeps suddenly into a great drift of skirt. Eichman & Hecht Crystalette of yarn-dyed Estron Crystal acetate and silk. Sizes 12-18. 50c. 39" Formite petticoat. Talon Seam-Thin zipper.

4782—In the vivacious red so true to the holiday spirit, this beau-catching princess dress with decollete neckline, the merest suggestion of sleeves, a crisp spread of skirt. In Max Mandel's cotton lace, lined with taffeta, stiffened by 39" Formite. Sizes 11-18, 50c. Winter Furs. Bkws. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.





## The Costume Touch

Dramatize Your Fall Wardrobe

These fashions all invite the creative touch of machine embroidery. Our transfer pattern: 4874 — Flower design to apply as shown, 35c. Closeups using Coats & Clark's O.N.T. machine embroidery thread, p. 69. 4183 — This smartly fitted suit adopts an air of grandeur when our lovely floral design is applied to front of jacket. In sizes 12-42, 50c. 4818 — The collarless jacket, cropped very short — perfect with symmetrical embroidery highlights designed especially for the classical cardigan neckline. Cut-in-one sleeves. Comes in sizes 12-20, 35c.



3813 — Nestled in the fullness of a Simple-To-Make circle skirt — two brilliant patches of embroidery. Waist sizes 24-32, 35c.

4647 — Companion blouse has V neck, cap sleeves. Sizes 12-20, 35c.

4529 (Large sketch) — A strictly man-tailored shirt startled with strictly feminine embroidery on pocket and collar. Sizes 11-18, 35c.

4830 — Glamour accent for this dress with spreading skirt — two stripes of embroidery that focus attention on its high-midriffed bodice. Short kimono sleeves. Simple-To-Make. Sizes 11-18, 35c.

4213 — Embroidery to follow shaping of V neck blouse. Sizes 11-18, 35c. With wide skirt and cummerbund. 4776, sizes 23½-30, 35c.

4760 — Ravishing frame for this sleekly fitted sheath — a circle of embroidery to twine around the neck. Sizes 11-18, 50c.

3578 — Knee pants have Spanish matador look when side-seamed with embroidery. Sizes 24-32, 25c. Shirt repeats flowers on collar. 4462, sizes 12-18, 35c. To coordinate them, a weskit. 4768, sizes 11-18, 35c. Bkws. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.



## Gifts for Christmas Giving



4519



4509



JACOBS



4058

4502

Evidence that Santa has paid his annual call — Color photo: 4870 — Doll and daughter duo. Red as the berries of Christmas holly — this festive jumper with gathered skirt in lush Crompton Coronella velveteen. Make one for daughter, another for her favorite doll to copycat. Here jumper is worn over frilly white organdy dress to give the effect of blouse and petticoat. Sizes 1-6, 35c. Doll's pattern included in 14", 17", 23" sizes. Saucy Walker doll from Ideal Doll Corp. Little girl's under petticoat of 39" Formite. 4519 — To dangle near a chimney, this Xmas stocking, decorated with all the traditional symbols. It holds bobbles of candy canes and small treasures to delight tiny, probing fingers. 35c. 4509 — A wardrobe to make your child's Saucy Walker or Bonny Braid the best dressed doll in town. Included: miniature pajamas, pinafore, overalls and blouse, peasant-style separates, coat with matching bonnet. Will fit 14" Bonny Braids and 16" or 22" Saucy Walker dolls. 35c. 4058 — Young man with stuffed pup — both in tailored robes of Bauling's Marine washable flannel. Droopy-eared dog transfer for pocket of the young man's dressing gown. The pattern includes robes, doll, and transfer. In sizes 1-6, 35c. 4502 — An old-fashioned nightgown — ankle length — yoked and beruffed at neck, wrists, and hem. Long sleeves are elasticized. In Cone Velvetelette flannelette. Sizes 1-6, 35c. Bkws. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.



## Gifts for Christmas Giving



ABBE

4107

4134



4544



1961

4100



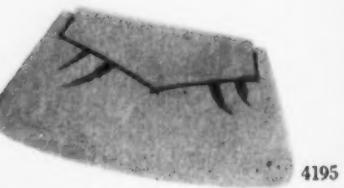
4419

4076

4623

Two pages of gifts you can sew up at home — all eager for ribbon and fancy wrappings, all sure to get whoops of delight. Father-son team, smartly double-vested. 4107 — Dad's debonair weskit has four welt pockets. Comes in sizes 34-44, 35c. 4134 — Junior's is the same — minus two pockets. Sizes 4-12, 35c. In Continental's Vel-Fel felt with La Mode brass buttons. 4623 — A circle skirt with poodle transfer that's Simple-To-Make. Adaptable for Chubbies. Sizes 7-14, 35c. The sleeveless top has two breast pockets. 4419, sizes 7-14, 35c. 4076 — Designed to cut the prettiest figure on ice — a four-piece skating costume. Consists of lined weskit, lined circular skirt, blouse, and trunks. Sizes 4-14, 35c. 4544 — A sports classic with long sleeves and a convertible collar has one front pocket. Comes small, medium, large, 35c. 1961 — For casual comfort — a plaid shirt with buttons down the front and on both pockets. Small, medium, large sizes, 25c. 4100 — Boy's shirt — almost identical to dad's — has a different shaping of the pockets, a different plaid. Sizes 4-16, 35c. Bkws. on p. 64. Ydgs. p. 66. Accs. p. 68

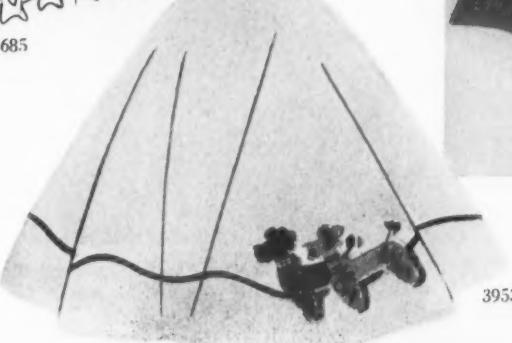
4496—Bed jacket with smocking transfer for yoke and sleeves. In sizes 12-46, 35c.  
 4424—Our Simple-To-Make fringed stole that can wind a dozen varied ways. 25c.  
 4195—Always smart—the clutch bag. 35c.  
 4606—For teens—a date-bound blouse with stand-away collar. Shown in Vanetta Cantoni Italian velveteen. Sizes 10-16, 35c.  
 4519—The look of fur. Collar and cuffs styled from Hanora's fake Leopard. 35c.  
 4856—Pretty waist-cinching cummerbund of Skinner printed Acetate Surah. 35c.  
 3718—This lacy apron loves guests. 25c.  
 4685—Cancan petticoat—with layers of ruffles stitched inside. In sizes 24-32, 35c.



4477—A brief cape to top her dancing dresses. Small, medium, large sizes, 35c.  
 3953—For teens: French poodle transfers on a whirly skirt. Waist sizes 24-28, 35c.  
 4511—Mother-daughter aprons—with Christmas tree transfers for pockets. 35c.  
 4443—Eyelet ruffle graces the scalloped edge of this fetching apron. 35c.  
 All Simplicity Patterns are printed.



JACOBS





4731



4802

4803—Princess coat-dress of St. George  
Noctoor faille—flattery in its flare. Sizes 12-44, 35c.

4089—Always right—a fitted suit in Skinner  
Pacona Alpaca Suiting. The gala touch: a softly  
fur-framed neckline. Sizes 12-44, 35c.



4803

4089

FAURER

## Fashions for Women

A fall wardrobe with good grounds for future compliments—  
uncluttered smartness, easy grace, sophisticated lines.

4731—The tailored elegance women love in this trim  
dress of Security's worsted jersey. Sizes 12-42, 35c.

4802—A shirtwaist exploits the design possibilities of  
Schwarzenbach's striped silk broadcloth. Sizes 12-44, 35c.

Furs on these pages are from Winter, buttons from La Mode.  
Backviews page 64. Yardages page 66. Accessories page 68.



4838 — Together or apart — a jumper of St. George Heatheray rayon novelty suit-ing; a blouse of Skinner Silk Surah.

Sizes 12-44, 35c. Self-belt by Bac-A-Brand.

4797 — Our fashion staple — the straight coat. Fabric: Luxurious Kaplan fleece coat-ing with Sunbak lining. Sizes 12-42, 50c.

All Simplicity Patterns are printed.



PHOTOGRAPHED AT 200 EAST END AVENUE RESTAURANT, NEW YORK

4838



## A Classroom Wardrobe for The Young Miss





BRAINFORD

4198



4769

Presenting — a section of new back-to-school fashions for students of all ages. Sketches in this special portfolio feature printed Boussac cottons, made in France, and available here for the first time at medium prices in better stores. Photo, left: Three cheers for short-sleeved shirts. Left to right—Teen blouse: 4811, 10-16, 35c. Skirt: 4784, 24-28, 35c. Misses' blouse: 4813, 12-20, 35c. Skirt and bag: 4751, 24-32, 35c. Bac-A-Brand self-belt. Girls' blouse: 4869, 4-14, 35c. Skirt: 3987, 7-14, 35c. Shirts, Ely & Walker Gilbrae check gingham. Skirts, Continental Vel-Fel felt. Braid trimmings from Franken. 39" Formite petticoats. Sketch: 4772 — A Curved-yoke blouse. 11-18, 35c. 4198: Full, easy skirt. Simple-To-Make. 11-18, 35c. 4815 — Blouse of Wyner Sag-No-Mor worsted jersey. 11-18, 35c. Talon Seam-Thin zipper. 4769: Skirt of Ria Herlinger's worsted tweed. 23½-30, at 35c. 4766 — Fashion-favored jumper. Dan River Wrinkl-Shed Sudan. Sizes 11-18, 35c. 4010: A Simple-To-Make blouse. Of Wyner Sag-No-Mor striped jersey. 12-20, 35c. BGE buttons. Bkvws. p. 64. Ydgs. p. 66. Accs. page 68. All Simplicity Patterns are printed.



4766

# A Classroom Wardrobe

## For The Young Miss

In a young spirit — a student wardrobe for the clothes-conscious girl who demands up-to-the-minute fashions which reflect all of the major trends. 4554 — Top news — this dashing blazer cardigan. Sizes 12-20, 35c. Paired with trim fold-front skirt: 4491, waist sizes 24-38, 35c. Both Simple-To-Make. Bkviews p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



*Sketch:* 4750 — Big naval influence on civilians shown in middy blouse with high pockets, low waistband. Sizes 11-18, 35c. Worn over figure-conforming one-yard skirt. Simple-To-Make. 4011, waist sizes, 24-32, 35c.

In the season's get-together mood — 4529: Shirt, sizes 11-18, 35c. Of Indian head cotton. 4768: Weskit, sizes 11-18, 35c. 3841: Pleated skirt, sizes 24-32, 35c. Both Vanetta Durocord plain and printed corduroy. 4799 — The new topper with strictly controlled flare, accented by tab pockets and side slits. Round collar to stand up against the wind. In Hanora Fake Poodle, interfaced with Armo hair canvas. Sizes 12-20, 35c.





*Photo: Left — 4806 — So becoming to lithe young figures — a modestly covered up version of the princess dress. Note superb fitting of its bodice — the flared skirt. Fabric is Kaplan nubby wool tweed, interfaced with 39" Formite to give it permanent shape and body. Comes in sizes 11-18, 35c.*  
*Right — 4828 — The shirt influence subtly carried into a school or Saturday dress with bracelet-length sleeves. Four breast pockets punctuated with La Mode buttons. A full skirt of unpressed pleats to spin prettily as you walk. The fabric is M. & W. Thomas cotton plaid. In sizes 11-18, 35c.*  
*Sketches: 4854 — Faithful reproduction of the man's shirt, so dearly beloved by juniors. In sizes 11-18, 35c. Complimented by this perfectly straight stem of a skirt. 4431, waist sizes 24-32, 35c.*  
*4563 — Classic sport jacket and skirt team. Pockets both high and low. Comes in sizes 12-40, 35c.*



## A Classroom Wardrobe

For Teens

A collection of back-to-school fashions, scaled to teen-age figures.  
 4442 — The straight and narrow look of ensembles — A box jacket with tiny mandarin collar, over a tapering skirt with kick pleat for walking ease. Sizes 10-16, 35c.  
 4810 — Underscoring the big future forecast for jumpers — this one with sweeping skirt and button trim on its giant patch pockets and bodice. Sizes 10-16, 35c.  
 Bkws. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



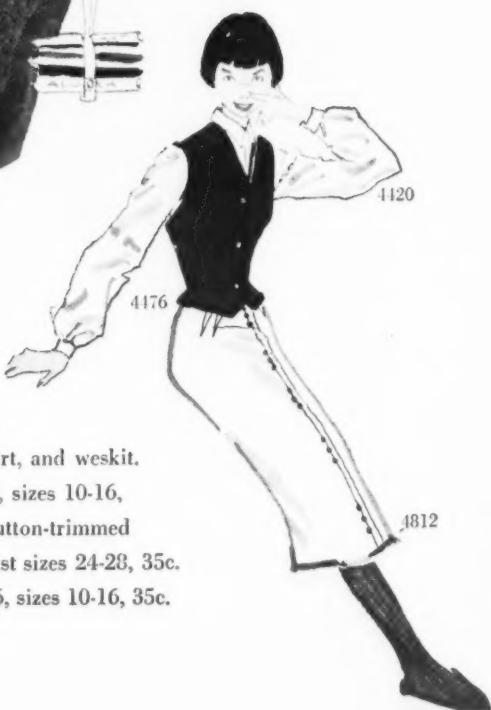
4809 — A demurely covered-up princess, its whirl skirt shaped with 39" Formite. In Acrilan and rayon Dellacra crepe by St. George. Sizes 10-16, 35c.  
 4771 — Stronger than ever — the perennial shirtwaist. Note prominence given to its long central tab. Lebanon's Sanforlan Washaflan tweed. Sizes 10-16, 35c.  
 Shirt-top and skirt team in Lebanon's plaid and plain Sanforlan Washaflan. Blouse: 4811, sizes 10-16, 35c. Stem skirt: 4770, waist sizes 24-28, 35c.



4785 — The cooperative jumper paired with youthful shortie jacket, its swing slightly arrested by side tabs. In Cone's Sanforized solid and plaid Falltime denim. Sizes 10-16, 35c. Costumakers' buttons.



4391 — Sure to be seen in town and country schoolrooms, a Simple-To-Make jumper sheath worn over a turtle-neck blouse with push-up sleeves. Sizes 10-16, 35c.



Three-part story told in shirt, skirt, and weskit. The shirt: 4420, sizes 10-16, 35c. The slim, button-trimmed skirt: 4812, waist sizes 24-28, 35c. The weskit: 4476, sizes 10-16, 35c.



4827 — Simple-To-Make blouse, tab accents at neck. Lebanon's novelty jersey. Sizes 10-16, 35c. Lilting skirt of Lebanon's Sanforlan Washafian 4812. Sizes 24-28, 35c.



FARKAS PHOTOGRAPHED AT THE TOWN HOUSE OF DESIGNER HOWARD P. ROTHBERG

4823 — This jumper and jacket ensemble meets the rugged demands of the junior smart set. Double-breasted jacket fits snugly over flaring jumper. In Vanetta plain and plaid Corduroy. Sizes 1-6, 35c.

4825 — The two piece shirtwaist inspired by grown-up fashion. Tabbed yoke,  $\frac{3}{4}$  sleeves on its blouse. The skirt, a spread of unpressed pleats. In Avondale plain and striped Mignonne Chambray. Sizes 7-14, 35c. Sketch: 4825 — The widely-noted sailor influence appears in a dress with middy blouse, pleated skirt, cuffed short sleeves. Sizes 7-14, 35c.



# A Classroom Wardrobe for Children

For a busy life in and out of school—a collection which has adapted the season's newest fashion features to children's sizes. This page, sketches: 4452—Like dad's— a manly lumberjack with waistband and roomy pockets. Worn over classic slacks. Sizes 7-14, 35c. 4578—A grown-up sport jacket that likes to be seen at ball games. Rounded revers and double pockets. Cuffed trousers. Sizes 4-12, 35c. 4773—Popular this year—the dress with shaped bodice. It buttons from collar to waist, has a half yoke and wide skirt. Sizes 7-14, 35c.



4790 and 4821—The shirt influence makes an appealing bid for classroom favor in dirndl-skirted big and little sister outfits. Same attention to shirtwaist details as in adult versions. Note the tabs (extending from a tiny round collar and spanning an inverted pleat in back), the high breast pocket, the man-tailored shirt sleeves. Wamsutta's Poetry-in-Prints, 4790, sizes 2-6; 4821, sizes 7-14—35c. 4819—A double endorsement for the jumper trend that is currently sweeping the country. Jumper skirts have gentle flare plus deep box pleat that allows children to do all the active things they will do anyway. Big sister's jumper is shown topped with its own contrasting box jacket—double-breasted and with two spacious utility pockets. The fabric is Lankenau's Hi-Lassie plaid and plain rayon suede. In sizes 7-14, 35c. Cashmere sweater by Hadley. La Mode buttons. These fashions interfaced with Armo hair canvas. Bkws. p. 64. Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.





FARKAS

PHOTOGRAPHED AT THE TOWN HOUSE OF HOWARD P. ROTHBERG

## A Classroom Wardrobe for Children

More endearing little-girl fashions that take a cue from their elders.

This page: 4774 — A wide-skirted jumper with irregular shaping of neckline and pockets. Simple-To-Make and Adaptable for Chubbies. Of Erwin's Sanforized Chelsea tweed. In sizes 7-14. 35c.

4789 — This season three isn't a crowd — it's an ensemble. The shirt: Of Bates Disciplined cotton. The weskit: Continental Vel-Fel felt. The all-around pleated skirt: Kaplan's wool plaid. Sizes 7-14, 35c.

4820 — Long and short of a loose, raglan-sleeved coat. Sizes 7-14, 35c. Opposite page: Large photo — 4822 — A tie-back dress with fashion-conscious detachable bib. Fabric Spring Knight: Sanforized print — a Springmaid cotton. Sizes 1-6, 35c. La Mode buttons on tab. Smaller photos: 4824 — The jumper-jacket combination that looms so importantly on our fashion horizon. Double-breasted jacket, interfaced with Armo hair canvas, has a smart squared-off look. Jumper is cut as a modified princess with lots of side flare. Matchmates of Crompton's Corduroy. In sizes 1-6, 35c.

Sketches: 4786 — A dress with the new tucked baby bib primly set on its bodice — a skirt meant to spin far and wide. Sizes 7-14, 35c.

4775 — This delightful jumper has the prettiest circular skirt and big looping pockets placed on an angle. In sizes 1-6, 35c.

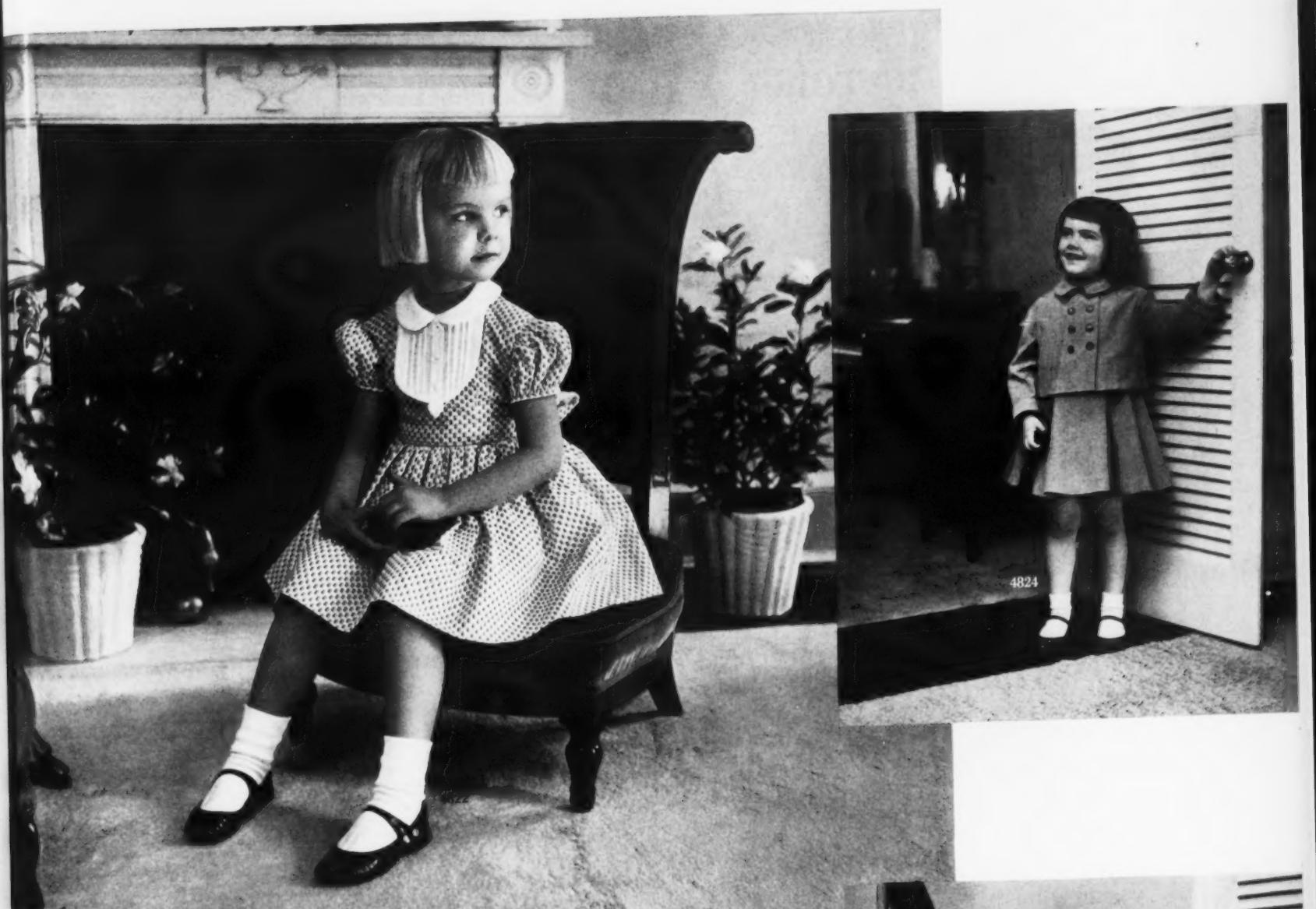
2969 — Ideal outfit for the active junior sportsman. Slacks are accommodatingly elasticized at the waistband. Breezy front-buttoned shirt is notched at the collar. Sizes 2-8, 25c. Backviews p. 64.

Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.



4820

SAUER



2969



## Top Secrets



4718

LITO



4764



4718



4763

Maternity wardrobe in four tops, shown on a model who is seven months pregnant. 4718—For good looks at home, a yoked jacket with mandarin collar, frog closing. Effective over sweater. Reeves printed Reevroy. Sizes 11-18, 35c. 4717—Pedal pushers made with Talon Slide-Fit, the new adjustable closure. Lankenau's Lankor flannel. Waist sizes 24-32, 35c. 4764—In a go-places mood, this two piece suit. Eyecatchers: the collar and high slanting pockets. Expandable cut-out skirt (a good basic). Talon Slide-Fit applied to waistband (see p. 72 for further information). The fabric is Counter Flanfare rayon flannel. Sizes 12-18, 50c. 4718—Pretty gad-about at parties—a sleeveless top, flare springing from velvet-edged band of a widely scooped neck. The fabric: Counter Michelin rayon brocade. Sizes 11-18, 35c. 4763—Guests in or dinner out—a charming jacket with side flare, a stand-away collar, festive La Mode buttons. Wesco's Gay Town taffeta. Sizes 12-18, 35c. Bkws. p. 64. Ydgs. p. 66. Access. p. 68. Photographed at Fergus Motors, Inc. All Simplicity Patterns are printed.

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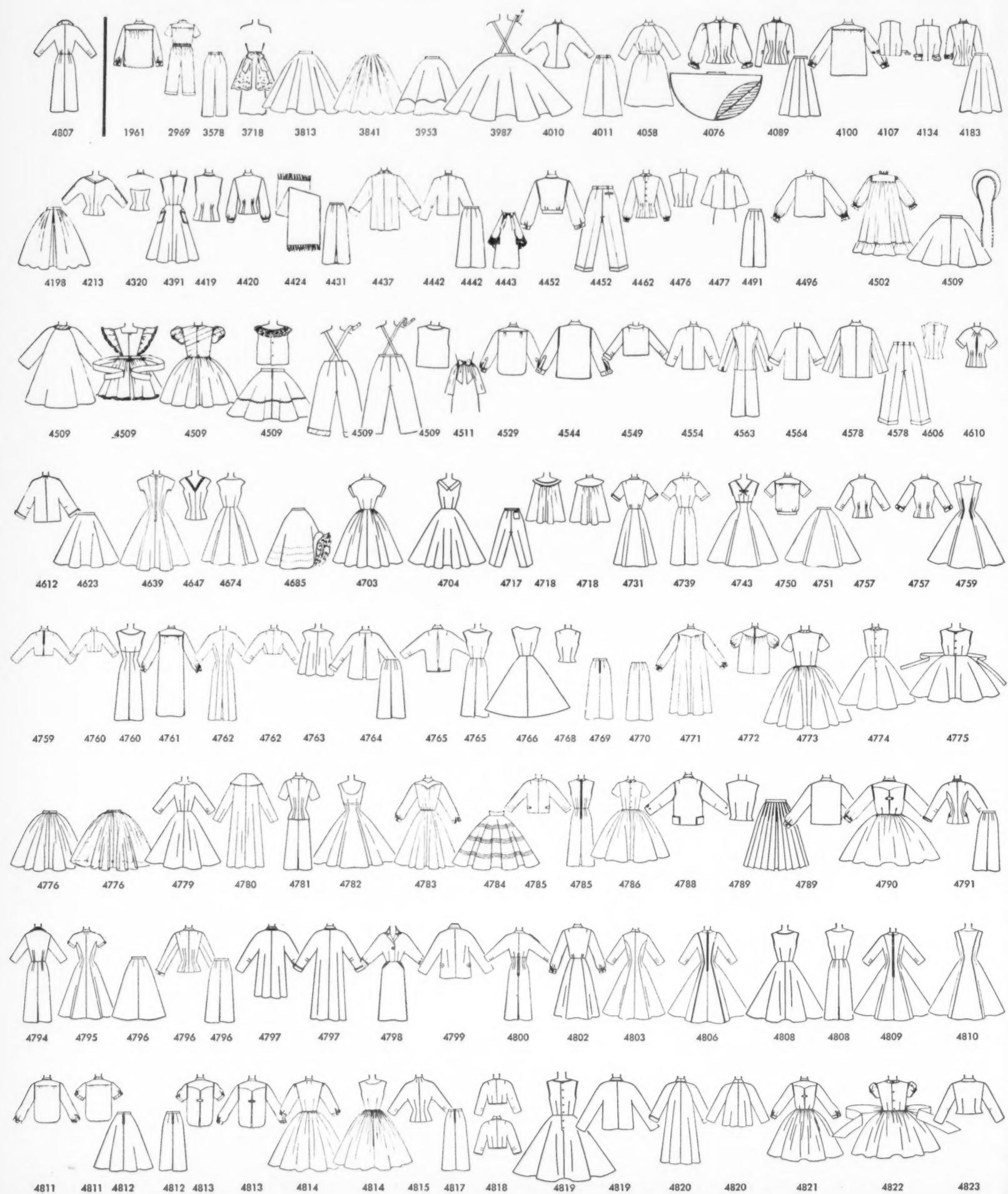
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## FRONT COVER

## BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



## Working With Jersey

There is a tendency among home sewers to regard jersey as a "problem" fabric. Now it's *true* that jersey requires a special technique, *but* the necessary know-how involves so little learning time and pays such exciting fashion dividends (note our cover dress) that we offer the following suggestions as an incentive.

### Cutting

1. Locate the rib. It's on the inside of the tubular fold.
2. Determine your jersey's natural straight by laying ruler along a continuous rib. Mark it.
3. Insure correct drape by cutting straight of pattern on this natural straight of fabric.

### Sewing

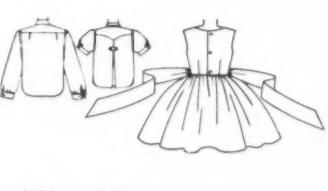
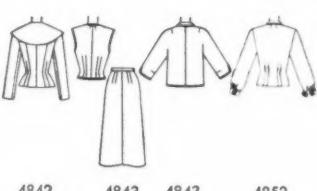
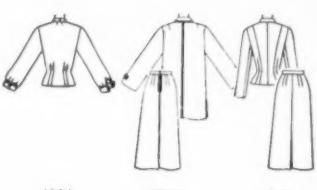
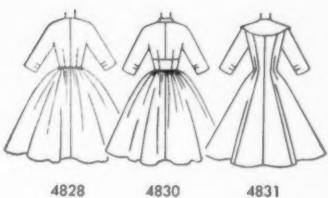
1. After cutting, baste along the fabric's edges to give support later supplied by stitching.
2. Use machine needle No. 4.
3. Use mercerized cotton thread No. 50 or 60.
4. Loosen machine tension.
5. Allow 14-16 stitches an inch.
6. Feed fabric loosely into machine; avoid stretching.
7. Seam pinking is desirable.
8. Back snaps, hooks, buttonholes, etc., with reinforcing material to resist pulling.
9. Tape is preferable to doubled fabric on facings and hems.

### Pressing

1. Press wrong side of goods with hot iron over a damp cloth.
2. Move iron up and down, parallel with rib, rather than across.

These tips come from *Wyner*, manufacturers of Sag-No-More tubular jersey. Let them guide you and your jersey "problem" dissolves as most problems do once you've decided to face them squarely.

### BACKVIEWS



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## APPROXIMATE YARDAGES

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
1961	16	med.	1 $\frac{1}{4}$	54"
2969	59	4	shirt 1 $\frac{1}{4}$	35"
			slacks 1	54"
3578	43	28	2 $\frac{1}{4}$	35"
3718	47	one size	1 $\frac{1}{4}$	35"
3713	42	16	4	35"
3841	52	28	4	35"
3953	17	26	2 $\frac{1}{4}$	54"
3987	50	10	felt skirt 1 $\frac{1}{2}$	72"
4010	51	16	1 $\frac{1}{4}$	54"
4011	52	28	1	54"
4058	45	3	Child's and doll's robe	1 $\frac{1}{4}$
4076	46	8	weskit 1 $\frac{1}{2}$	54"
			skirt 1	54"
			blouse 1 $\frac{1}{2}$	35"
4089	48	16	3 $\frac{1}{4}$	44"
4100	46	10	1 $\frac{1}{4}$	54"
4107	46	38	1 $\frac{1}{4}$	54"
4134	46	8	1 $\frac{1}{2}$	54"
4183	42	16	2 $\frac{1}{4}$	54"
4195	47	med.	1 $\frac{1}{2}$	39"
4198	51	14	1 $\frac{1}{4}$	54"
4213	43	14	1 $\frac{1}{4}$	39"
4320	40	14	1 $\frac{1}{4}$	35"
4391	55	12	1 $\frac{1}{2}$	54"
4419	46	10	1 $\frac{1}{4}$	35"
4420	55	12	1 $\frac{1}{4}$	39"
4424	47	one size	1	54"
4431	53	28	1 $\frac{1}{4}$	54"
4437	30	16	2 $\frac{1}{4}$	54"
4442	54	12	skirt 1 $\frac{1}{2}$	54"
			jacket 1 $\frac{1}{4}$	54"
4443	47	one size	1	35"
			evelet edging 2 $\frac{1}{4}$	51 $\frac{1}{2}$ "
4452	57	10	long pants 1 $\frac{1}{4}$	54"
			lumber jacket 1 $\frac{1}{4}$	54"
4462	43	16	2 $\frac{1}{4}$	35"
4476	55	12	1 $\frac{1}{4}$	54"
4477	47	med.	1 $\frac{1}{2}$	54"
4491	52	28	1 $\frac{1}{4}$	54"
4496	47	16	2 $\frac{1}{4}$	39"
4502	45	4	2 $\frac{1}{4}$	36"
4509	45	16"	see pattern envelope for yardages	
4511	47	one size	misses' apron 1	35"
			child's apron 3 $\frac{1}{4}$	35"
4519	47	11	fur 1 $\frac{1}{4}$	54"
4529	42, 52	11	2 $\frac{1}{4}$	36"
4544	46	med.	2	54"
4549	35	14	1 $\frac{1}{4}$	45"
4554	52	16	1 $\frac{1}{4}$	54"
4563	53	16	jacket 1 $\frac{1}{4}$	54"
			skirt 1 $\frac{1}{2}$	54"
4564	26	16	3	51"
4578	57	8	jacket 1 $\frac{1}{4}$	54"
			trousers 1 $\frac{1}{4}$	54"
4606	47	12	1 $\frac{1}{4}$	36"
4610	35	16	2	39"
4612	30	14	1 $\frac{1}{4}$	54"
4623	46	10	1 $\frac{1}{2}$	51"
4639	39	14	5 $\frac{1}{4}$	36"
4647	42	16	1 $\frac{1}{2}$	35"
4674	39	14	3 $\frac{1}{4}$	44"
4685	47	28	2 $\frac{1}{4}$	39"
4703	24	16	5 $\frac{1}{4}$	36"
4704	40	14	3 $\frac{1}{4}$	50"
4717	60	26	2	45"
4718	60	14	scoop neck with braid 1 $\frac{1}{4}$	45"
			high neck 2 $\frac{1}{4}$	36"
4731	48	16	2 $\frac{1}{4}$	54"
4739	25	16	2 $\frac{1}{4}$	54"
4743	39	14	3 $\frac{1}{4}$	45"
4750	52	14	1 $\frac{1}{2}$	51"
4751	50	28	felt skirt and bag 1 $\frac{1}{4}$	72"
			braid trim 1 $\frac{1}{4}$	1 $\frac{1}{2}$ "
4757	24	14	1 $\frac{1}{4}$	52"
4757	29	16	1 $\frac{1}{2}$	52"
1759	35	14	3 $\frac{1}{4}$	54"
4760	33	14	dress and jacket 1 $\frac{1}{2}$	36"
4760	43	14	dress 2 $\frac{1}{4}$	36"
4761	27	14	2 $\frac{1}{4}$	45"
4762	33	14	dress and jacket 4 $\frac{1}{4}$	45"
4763	60	14	2 $\frac{1}{4}$	45"
4764	60	14	4 $\frac{1}{4}$	45"

No.	Pages	Size	Yards	Width
4765	34	14	dress and jacket 3 $\frac{1}{4}$	51"
4766	51	14	3 $\frac{1}{4}$	36"
4768	43, 52	14	1 $\frac{1}{4}$	36"
4769	51	26	1	51"
4770	54	26	1	51"
4771	54	12	3 $\frac{1}{4}$	51"
4772	51	14	1 $\frac{1}{4}$	35"
4773	57	10	3 $\frac{1}{4}$	35"
4774	58	10	2 $\frac{1}{2}$	36"
4775	59	1	1 $\frac{1}{2}$	36"
4776	40, 43	26	net overskirt 2 $\frac{1}{4}$	72"
			underskirt and cummerbund 4 $\frac{1}{4}$	36"
4779	40	16	1 $\frac{1}{4}$	36"
4780	31	11	3 $\frac{1}{4}$	51"
4781	36	16	2 $\frac{1}{4}$	36"
4782	41	14	1 $\frac{1}{2}$	36"
4783	27	14	1 $\frac{1}{4}$	36"
4784	50	26	felt skirt 1 $\frac{1}{2}$	72"
			braid trim 2 $\frac{1}{2}$	1 $\frac{1}{2}$ "
4785	55	12	dress 2 $\frac{1}{4}$	36"
			jacket 2 $\frac{1}{4}$	36"
4786	59	10	2 $\frac{1}{4}$	35"
4788	26	14	2	51"
4789	58	10	blouse 1 $\frac{1}{2}$	36"
			weskit 1 $\frac{1}{2}$	51"
			skirt 1 $\frac{1}{2}$	51"
4790	57	1	2 $\frac{1}{2}$	36"
4791	31	16	3 $\frac{1}{4}$	51"
4794	25	16	2 $\frac{1}{2}$	51"
4795	39	16	1 $\frac{1}{4}$	45"
4796	28	14	suit with flared skirt 2 $\frac{1}{4}$	51"
4796	29	14	suit with straight skirt 2 $\frac{1}{4}$	45"
4797	28, 49	16	long length 4 $\frac{1}{4}$	51"
4797	37	16	three-quarter length 2 $\frac{1}{4}$	51"
4798	27	16	3	51"
4799	52	16	2 $\frac{1}{2}$	51"
4800	32	16	2 $\frac{1}{2}$	51"
4802	48	16	3 $\frac{1}{4}$	39"
4803	48	16	4 $\frac{1}{4}$	45"
4806	53	14	3 $\frac{1}{2}$	51"
4807	21	16	2 $\frac{1}{2}$	52"
4808	35	14	jumper with straight skirt 2 $\frac{1}{4}$	45"
			jumper with flared skirt 3	45"
4809	54	12	4 $\frac{1}{4}$	45"
4810	54	12	2 $\frac{1}{4}$	51"
4811	50	12	1 $\frac{1}{4}$	36"
4811	54	12	1 $\frac{1}{2}$	51"
4812	55	26	straight skirt 1 $\frac{1}{2}$	51"
			flared skirt 1 $\frac{1}{2}$	51"
4813	22, 23	16	lengthwise stripe 2 $\frac{1}{4}$	36"
			contrast 1 $\frac{1}{2}$	36"
4813	24, 50	16	2 $\frac{1}{4}$	36"
4814	26	14	dress 1 $\frac{1}{4}$	45"
			jumper 3 $\frac{1}{2}$	15"
4815	35, 51	11	1 $\frac{1}{2}$	52"
4817	22	26	1	51"
4818	32	16	1 $\frac{1}{4}$	51"
4818	35, 42	16	1 $\frac{1}{4}$	51"
4819	57	10	jumper 2 $\frac{1}{4}$	45"
4820	58	10	long coat 2 $\frac{1}{4}$	51"
			short coat 1 $\frac{1}{4}$	51"
4821	57	10	3	36"
4822	59	4	1 $\frac{1}{4}$	36"
4823	56	4	jumper 1 $\frac{1}{2}$	36"
			jacket 1 $\frac{1}{8}$	36"
4824	59	4	3	36"
4825	56	10	blouse with short sleeves & skirt 3 $\frac{1}{2}$	36"
			blouse with $\frac{3}{4}$ sleeves 1 $\frac{1}{4}$	36"
			skirt 2 $\frac{1}{4}$	36"
4827	55	12	1 $\frac{1}{4}$	51"
4828	25	14	2 $\frac{1}{2}$	51"
4828	53	14	4 $\frac{1}{2}$	36"
4830	43	14	4	39"
4831	38	14	1 $\frac{1}{4}$	45"
4835	36	16	4 $\frac{1}{8}$	44"
4836	38	14	1 $\frac{1}{4}$	51"
4838	19	16	blouse 2 $\frac{1}{4}$	39"
			jumper 2 $\frac{1}{2}$	45"
4839	37	16	topper and skirt 3 $\frac{1}{4}$	51"
4842	29	14	2 $\frac{1}{2}$	51"
4842	30	14	2 $\frac{1}{4}$	51"
4843	29	16	skirt 1 $\frac{1}{2}$	51"
			jacket, weskit and bag 1 $\frac{1}{4}$	35"
4852	25	16	2 $\frac{1}{4}$	39"
4854	35, 53	14	2 $\frac{1}{4}$	39"
4856	47	one size	1 $\frac{1}{4}$	35"
4869	50	8	1 $\frac{1}{2}$	36"
4870	44	4	child's dress 1 $\frac{1}{4}$	36"
			child's jumper 1 $\frac{1}{2}$	36"
4870	44	17"	doll's dress 1 $\frac{1}{2}$	36"
			doll's jumper 1 $\frac{1}{2}$	36"
4876	36	14	2 $\frac{1}{8}$	54"
4888	30	14	3 $\frac{1}{4}$	44"



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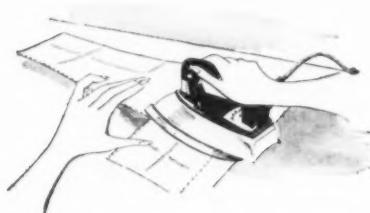
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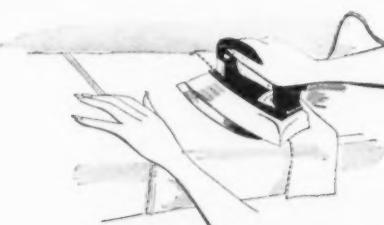
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**STEAM THE SEAM.** Steam or press every seam after stitching to give that smooth, professionally tailored look.



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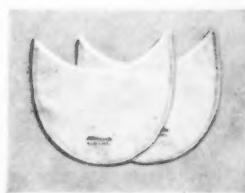


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IT'S WORTH *SAVING*,  
WITH SHIELDS!



A deodorant alone isn't enough to protect your clothes against perspiration stains. So don't let a few "unguarded moments" ruin the dress you've spent hours creating! Pin or tack in a pair of Kleinert's Shields before you wear it the first time! Kleinert's makes shields for every type of sleeve. They're all rubber-lined...all GUARANTEED. From 39¢.

GUARANTEED SHIELDS by

*Kleinert's*

## Accessory Information

### For Fall and Winter 1954

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the listed manufacturers in New York City.

#### Bags

Ingber Pages: 33, 38,  
347 Fifth Ave. 40, 41.  
Roger Van S. Pages: 34, 37,  
11 W. 32 St. 55.  
Ronay Pages: 30, 31.  
1 E. 33 St.

#### Hats

Debway Pages: 32, 33,  
42 W. 39 49.  
Madcaps Pages: 29, 37,  
28 W. 39 St.  
Richard Englander Page: 28,  
64 W. 36 St.

#### Carryalls

Volute Inc. Pages: 26, 38.  
393 Fifth Ave.

#### Jewelry (Gold)

Bartek Pages: 32, 33,  
366 Fifth Ave.  
Bergere Pages: 34, 35,  
392 Fifth Ave.  
Monet Pages: 24, 26,  
6 W. 32 St. 27, 28, 29.

#### Jewelry

##### (Pearl & Rhinestone)

Ciner Pages: 40, 41,  
15 W. 36 St. 47.  
La Tausca Pages: 24, 25,  
411 Fifth Ave. 26, 27, 30, 31.

#### Furs

Winter Pages: 33, 40,  
224 W. 30 St. 41.

#### Cufflinks

Calderon Page: 22,  
389 Fifth Ave.

#### Gloves

Superb Pages: 28, 29,  
240 Madison Ave. 38, 39, 40.  
Wear-Right Pages: 30, 31,  
244 Madison Ave. 32, 47, 48, 49.

#### Scarves & Stoles

Echo Pages: 28, 30,  
485 Fifth Ave. 31, 36, 39.  
Brooke Cadwallader Pages: cover,  
120 E. 55 St. 23.  
Vera Pages: 22, 29,  
417 Fifth Ave. 54.

#### Shoes

Capezio Pages: 44, 59,  
1612 Broadway 60.  
Delmanette Page: 40.  
350 Fifth Ave.

#### Sweaters

Hadley Pages: 34, 37,  
580 Fifth Ave.

# CROMPTON

cordurella®...  
the fashion-flair  
corduroys



Watch your favorite pattern come to long, beautiful life in corduroy! This fabric wears so well it's worth all your careful home-sewing efforts. You'll find a wide variety of Crompton corduroy constructions to choose from... pinwales, wide-wales, prints and solid colors. Illustrated: that current favorite, the shirt dress, in Crompton's carded corduroy. Simplicity Pattern

#4761, View 2.



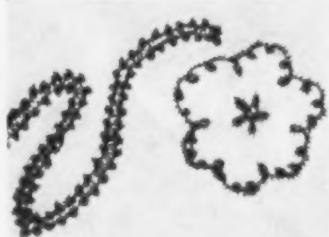
All Crompton pinwales, combed and carded, in solid colors and patterns, carry the Certified Washable Seal of the American Institute of Laundering.

Crompton-Richmond Co., Inc.

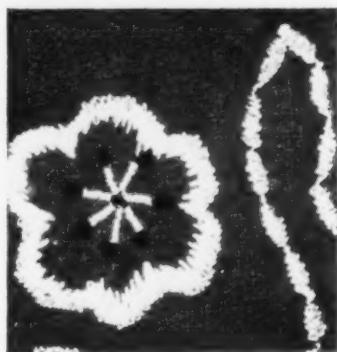
1071 AVENUE OF THE AMERICAS, N. Y. 18.  
The Pioneer of American Corduroy  
& Velveteen—Est. 1807



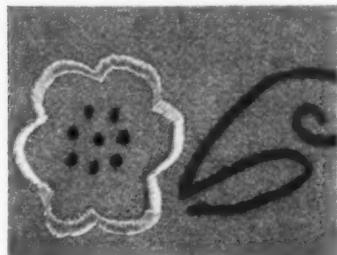
## EMBROIDERY: News and Views



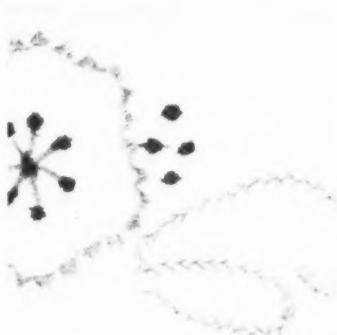
**SINGER:** For V neck of 4213, this delicate Spark Stitch made with lower tension loose, upper tension normal. Drop machine feed or use feed cover plate.



**NECCHI** Mira Automatic: To trim jacket 4818, achieve a jagged effect by filling in flowers with uneven satin stitch. Use Wonder Wheel #2 on the leaves.



**PFAFF** 130: To embroider midriff of 4830, set dial on #4 for close satin stitching of petals, on #2 for dots and stem. Suggestions adapt to transfer 4874. 35c.



**ELNA** Supermatic: Airy stitches for collar of 4462 embroidered with disc #15 (flower), #107 (stem). Coats & Clark's O.N.T. machine embroidery thread used.

Now I can make anything  
—because my *automatic*  
**NECCHI** does everything!



*Straight, zigzag, embroidery . . .*  
**NECCHI** does every stitch of the work . . .  
without attachments!

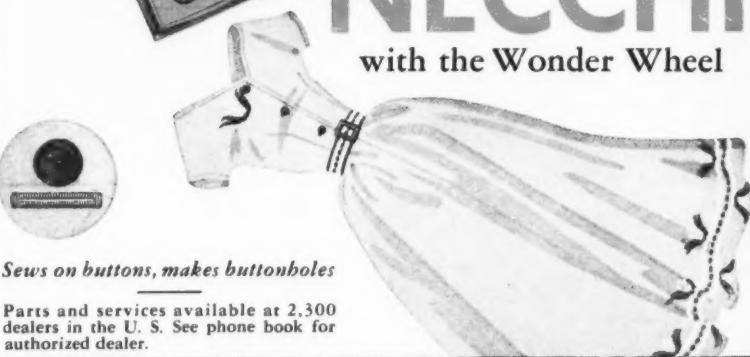
From first stitch to final finishing touch, you can sew everything, easier, quicker, better . . . on the amazing Automatic Necchi . . . and you don't have to be an expert.

Your Necchi quickly pays for itself with the money it saves you on every kind of family sewing.

You can't afford to buy any sewing machine until you have tried and compared the "does everything" automatic Necchi. There is a Necchi to suit your budget; \$98.95 straight stitch model BC is only

**98.95**

*automatic*  
**NECCHI**  
with the Wonder Wheel



*Sews on buttons, makes buttonholes*

Parts and services available at 2,300 dealers in the U. S. See phone book for authorized dealer.

FREE BOOKLET: Send for 24-page illustrated guide on "How To Select a Sewing Machine."

NECCHI, Dept. G425

164 West 25th Street, New York 1, N. Y.  
or 464 McGill Street, Montreal, P. Q., Canada.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Approved by Good Housekeeping and U. S. Testing Bureau.



© 1954

For  
**PLAIDS**  
*with a difference...*



SIMPPLICITY PATTERN NO. 4783 IN MOORESVILLE'S PROMENADE

## MOORESVILLE'S

*Everglaze®  
Cottons*

Such subtle color effects and sophisticated patterns. No wonder Moorsville plaids make cotton a year-round affair. Everglaze means they're also wrinkle-resistant and washer-washable, won't fade; won't shrink more than 1%. When you shop for them, ask also to see all the other idea-sparking fabrics by Moorsville—for children's clothes, boys' shirts, fashions for the whole family.

*From fiber to fabric for style-conscious America*

MOORESVILLE MILLS, Mooresville, N. C. • Sales Office: Empire State Building, New York

## Sewing Circle



A gifted pair of precision-made stainless steel scissors that have twice as many lives as a cat. Use them to make buttonholes, measure, trace patterns, cut wire, remove tacks. To take full advantage of their 18-way versatility, consult the set of illustrated directions included. You obtain this Universal Scissors by sending \$3.95 postpaid to: Nona Sales Company, 118 W. 57 Street, New York 19, New York.

## FABRICS at WHOLESALE PRICES!

SAVE up to \$50 each year  
as a member of the  
**WHOLESALE FABRICS CLUB!**

• 10 FREE FABRIC SWATCHES of the season's newest and most fashionable fabrics sent to you every month!

• Pick from fashion's "favorite" fabrics . . . silks, rayons, cottons, woolens, and "miracle" fabrics, selected especially for you by our experts.

• Order fabrics, conveniently from your home, at TREMENDOUS SAVINGS! Every type of fabric available: dressmaking, bridal, home decorating, etc. We match any fabric!

• Members earn valuable CASH rebates on all orders!

HOW TO JOIN! Send \$2 dues for one year's membership dues which are IMMEDIATELY DEDUCTIBLE on first order! Membership may be cancelled within 30 days for full refund. MAIL COUPON NOW!

**ALL-FAB CO., Inc.**  
Dept. SP, 520 Fifth Ave.  
New York 36, N. Y.

Enroll me as a member of your WHOLESALE FABRICS CLUB. I enclose \$2 membership dues, DEDUCTIBLE from 1st fabric order.

check  money order

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Simplicity Patterns for  
**SAUCY WALKER DOLLS!**

**NEW!**  
Glamorous New Outfits for  
**SAUCY WALKER**  
IDEAL'S DOLL THAT  
DOES EVERYTHING!

Saucy Walker will love you for making these new, glamorous outfits for her. And you will have fun playing and learning to sew at the same time.

Ideal's Saucy Walker rolls her eyes and turns her head as she walks. She sits, stands, cries and goes to sleep. Nothing can go wrong with her working parts. Walking is fun with Saucy Walker! Have Mother get yours now!

Simplicity patterns for the Saucy Walker Dolls are available at all pattern counters.

**IDEAL'S WORLD-FAMOUS SAUCY WALKER DOLLS, LOVELIER THAN EVER, NOW AT A NEW LOW PRICE**

**\$7.95**  
and up

IT'S A WONDERFUL TOY . . . IT'S

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**IDEAL TOY CORPORATION**

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Personal PHOTO  
Christmas Cards  
...including envelopes



**25** for **1**  
plus 25¢ shipping  
from your own negative

**LIMITED TRIAL OFFER**  
ONE ORDER (25 CARDS) per customer

**FREE SAMPLE** Just send snapshot negative (of child, family, home, pet, etc.) for free sample, rich, handsome, embossed DeLuxe Yulecard, from world's largest producer. Please include 3¢ return postage. Negative returned with sample and illustrated style and price folder. (If without negative, send photo and 50¢ for new negative.) See before you buy. No obligation. Satisfaction guaranteed. Offer expires Dec. 1. Write today.



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DEPT. S-1, QUINCY 69, MASS.  
\*T.M. Reg.

**mandelace** NEWEST LACE SENSATION!

100% WASHABLE NYLON  
LOOKS LIKE WOOL!  
FEELS LIKE WOOL!



There are lovely things in store for you with this heavenly lace designed for modern living. MANDELACE #6353 is a fine spun nylon that looks and feels like wool. Wonderfully STRONG and LIGHT, RESISTANT to the evils of PERSPIRATION, MILDEW, MOTH and FLAMES, a CINCH to WASH, a SNAP to DRY, and needing LITTLE PRESSING. It's perfect for head to toe fashions . . . in a wide range of FASHIONABLE COLORS. Look for MANDELACE at your favorite counter.

Write for the store nearest you!

**MAX MANDEL LACES, INC.**  
119 West 40th Street, New York 18, N.Y.

**Prims  
Golden HALO  
cover-your-own buttons**

Be the first to dramatize your sewing with these "Treasure-Chest" buttons! Just imagine: the metal rim boasts a golden-jewelry finish . . . frames

the center you cover yourself. *Easily made in seconds . . . insert any material.* Behold!

without tools or sewing, you have beautiful

couturier buttons with centers covered

in fabric . . . in leather . . . in a knitted swatch.

And how proud you'll be to say,  
"I made them myself!"

Wash or dryclean Prims Halo buttons without a worry . . . re-cover them as often as you choose. 25¢ a card at "Five & Dime" stores everywhere.

By the creator of famous Prims Cover-Your-Own buttons and buckles.

**WILLIAM PRYM, INC., Dayville, Conn.**

**they're new!**

**they're fashion-perfect**



**FLANNEL IS FASHION**  
**ROSEWOOD** FLANNEL,  
OF COURSE!

Your best fashion instincts direct you to ROSEWOOD flannel in this year of flannel favor. Because ROSEWOOD again offers the widest and most imaginative flannel impressions for home-sewing fashions,

at a price that insures you "wardrobe extension."

You'll like the provocative "Shado-Plaids" (featured in the illustrated jacket) . . . the trend-setting "Magicolor Plaids," and the luxurious "Jeweltone Stripes." Made of rayon-acetate, they come in "on demand" colors, to use separately or to match-mate with the solid "Hollywood" hues.

Mark them first on your list. And make a note to get additional design inspiration from the other novelty and plain fabrics that have the ROSEWOOD label.

They're at your favorite fabric counter.

**ROSEWOOD FABRICS, INC., 1410 BROADWAY, NEW YORK 18, N.Y.**

You know where you stand with a Rosewood Fabric.



SIMPPLICITY PATTERN  
NOS. 4818 (JACKET) . . .  
4648 (SKIRT)

# Sanforlan Wools Wash!



Wools labeled "Sanforlan"  
won't shrink out of fit...stay soft as new



Look for wool dresses you can wash—  
because they're labeled "Sanforlan"—  
or make them yourself from "Sanforlan" trade-marked yard goods.



Look for jackets, slacks, shirts, skirts, bathrobes you can keep soap-and-water fresh, soft as new—because they're labeled "Sanforlan."



Look for children's woolens that wash easily—baby things that never shrink, get hard or matted—because they're labeled "Sanforlan."



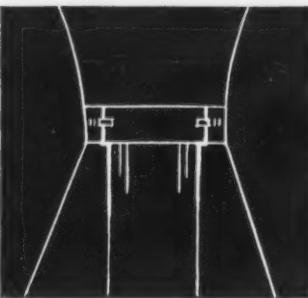
Look for sport shirts that wash like a breeze—for socks and sweaters that need no stretchers—because they're labeled "Sanforlan."

BROUGHT TO YOU BY THE "SANFORIZED" PEOPLE

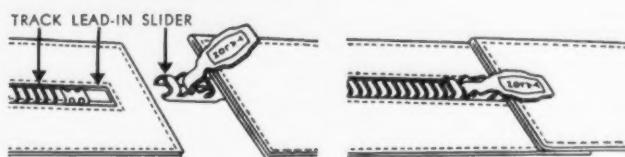
Sanforlan®

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

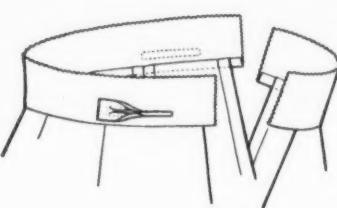
## Adjust To Your Expectations



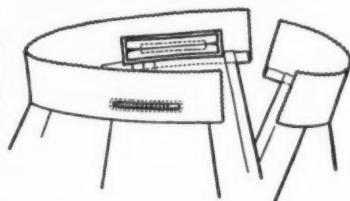
Coming to the aid of mothers-to-be, *Talon* now introduces the *Slide-Fit*—a new fastener which allows your waistline to expand as needed. Apply one *Slide-Fit* to each side of your skirt according to directions; then make the necessary adjustments.



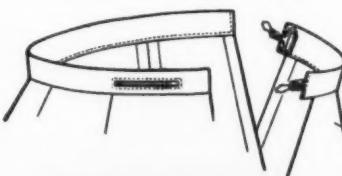
HOW SLIDE-FIT WORKS: Raise tab and thread slider onto lead-in and track. Then press tab flat to lock slider in correct place on track.



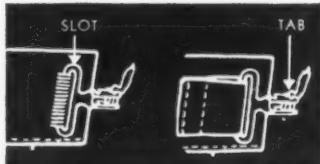
APPLICATION: Cut patch of cloth width of belt,  $1\frac{1}{4}$ " longer than *Slide-Fit* track. Place patch face down on outside of waistband, lower edge at waistline seam, end of patch  $1\frac{1}{8}$ " back of side seam. Locate center of patch and stitch  $\frac{1}{8}$ " above and below—the length of the track and across ends. Slash between stitching lines into corners. Then turn patch to inside.



Press opening. Center track under opening with lead-in toward front end of waistband. Stitch around edge of opening to secure track.



Finish waistband. Tab extended, place slot, groove up, inside front waistband. Locate slot's outer edge  $\frac{1}{2}$ " inside front edge of belt and (a) overcast outer edge of slot to belt; or (b) thread  $2\frac{1}{2}$ " length of  $\frac{3}{8}$ " tape through slot and stitch ends to waistband. When properly fit, press tab flat (a) over belt if the slider is secured by thread; (b) either under or over if by tape.

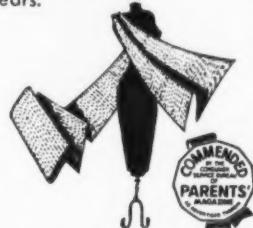


The problem of an adjustable closure for maternity garments has long interested *Talon* researchers. They were determined, however, not to bring out one prematurely — rather, to wait until extensive experimentation had convinced them that theirs was the very best, the very easiest closure modern engineering could devise. *Slide-Fit* is the result. It comes in eight basic colors—white, black, navy, rail grey, brown, red, kelly green, and open blue. While designed with maternity clothes in mind — we've used it on the skirt of #4764 (see p. 60) — it functions equally well wherever an adjustable closure is desired — on children's suspenders, on shorts, slacks, or skirts. 25c at notion counters.

**DESIGNERS FABRICS**  
**BUY-MAIL**

**NOW... a new  
Fabric Fashion  
Service  
for all who sew**

A convenient club plan sponsored by MARY ANN SILKS and WOOLENS ... specialists and stylists in fabric fashions and personal fabric service for over 53 years.



Save time and money with this Club Membership which entitles you to these and many other benefits:

1. Swatches of newest fabrics from famous mills sent right to your home every two weeks for a year (except July and December). Imported and domestic woolens, cottons, silks, rayons, nylons, orlons to choose from.
2. You deduct 5% cash discount on all fabrics.
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4. Ask your club "Personal Shopper" to search for special fabrics you may need.
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7. We pay postage on all prepaid orders!

Note: Club Membership open only to residents of U.S.A. and its possessions.

JOIN TODAY by returning coupon with your \$3.00 membership fee. It's that easy!

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313 W. Jackson Blvd., Dept. 5354  
Chicago 6, Illinois

I would like to join your Fabric Service Club and am enclosing \$3.00 which I understand I may deduct from my first purchase.

Enclosed Find:

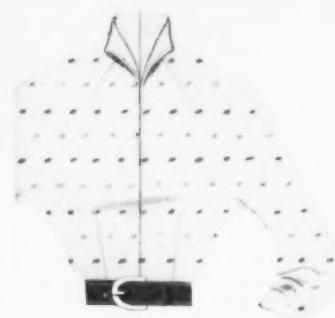
CHECK.....MONEY ORDER.....

NAME.....(PLEASE PRINT)

ADDRESS.....

CITY.....ZONE....STATE.....

**Compatible  
Separates**



4815 — A blouse that may be worn high (zipped to the throat) or low (for a collar effect). Push-up kimono sleeves. Sizes 11-18, 35c.



4769 — A skirt that teams with both tailored blouses. Note side stitching to underscore its straightness. In waist sizes 23 1/2-30, 35c.



4767 — A casual blouse to wear belted over narrow skirt. Generous pockets and cuffs. Sizes 11-18, 35c.

All Simplicity Patterns are printed.

**the portable  
with the  
"magic  
brain"**

**E  
L  
N  
A  
Automatic**

**Knows all—sews all**

Elna, with its Magic Brain, does everything from the simplest mending job to the fanciest embroidery, easier and quicker. Only Elna gives you all these time- and effort-saving features:

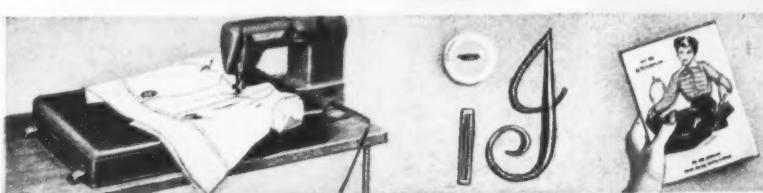
- **Lightest** full-size portable—just 17 pounds.
- **Without attachments** sews straight and zigzag.
- **Embroiders automatically.** Dozens of stitch combinations.
- Free arm for darning, mending, tubular fabrics.
- Sews stretchable seams on jersey, nylon, elasticized fabrics.
- Guaranteed for life.
- The only portable that has U. S. Testing Laboratory seal of approval. • 2000 dealers in U. S.

For as little as \$179.00 you can buy the Elna Transforma Straight Stitch Machine. Liberal terms.



**Embroider  
automatically**

Choose your design on the Magic Disc . . . drop it in. It's as easy as playing a record.



**Only Elna**

has the carrying case that opens into a full-size work-table, large enough for doing slip-covers, draperies, etc.

**Without  
Attachments,**

Elna sews on buttons, makes buttonholes, fancy monograms.

**Free Booklet**

16 pages in color, crammed with helpful sewing ideas. Write for it today.

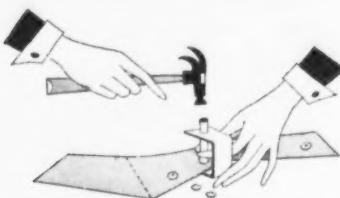
ELNA SEWING MACHINE CO., INC., Dept. EG425, 164 West 25th Street, N. Y. 1, N. Y.

(Look for your local dealer in the phone directory)

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# Make this jacket dress with **DOT SNAPPERS**

Save 3 hours of sewing time!



Only Dot Snappers have this professional attaching tool.

Why spend fifteen minutes apiece making buttonholes, when Dot Snappers go on in just two minutes? Have the same fabric-flat laundry-proof fasteners you find on good ready-made garments. Dot Snappers are easy to put on with the special attaching tool. You save time other ways, too, with these modern fasteners. They work in a flash, go through the laundry like a breeze. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters only; no mail orders, please. John Dritz & Sons, New York 10.

#### DOT SNAPPERS KIT

\$1.00  
Refills 25¢

JUMPER DRESS and JACKET  
Simplicity Pattern  
No. 4823



new!

## DOT<sup>®</sup> SNAPPER PAK with attaching tool... 25¢

Don't ever try to attach snap fasteners by make-shift methods! If you want to experiment with Dot Snappers before you invest in the complete kit with professional attacher, ask at notion counters for the Dot Snapper Pak with attaching tool. John Dritz & Sons, New York 10.

snap! it's open!

snap! it's closed!

It's a snap with

# DOT<sup>®</sup>

ANOTHER DOT PRODUCT OF UNITED-CARR FASTENER CORP.



## Sewing Circle



A backbone of your sewing basket — really efficient pinking shears. The 7 1/2" Wiss shears, Model C-7, shown here, are light to handle, give ravel-resistant finish to one or more layers of fabric, and apply themselves easily to cutting out appliques. Buy them in full chrome plate at \$7.95 or with black handles for \$6.95. Available at notion counters, hardware and cutlery stores.

EARN EXTRA CASH — WEAR CHIC HATS  
**Learn MILLINERY**  
EXCLUSIVE HOME TRAINING PLAN



#### Make 17 Hats—We Send Materials and Valuable Professional Outfit

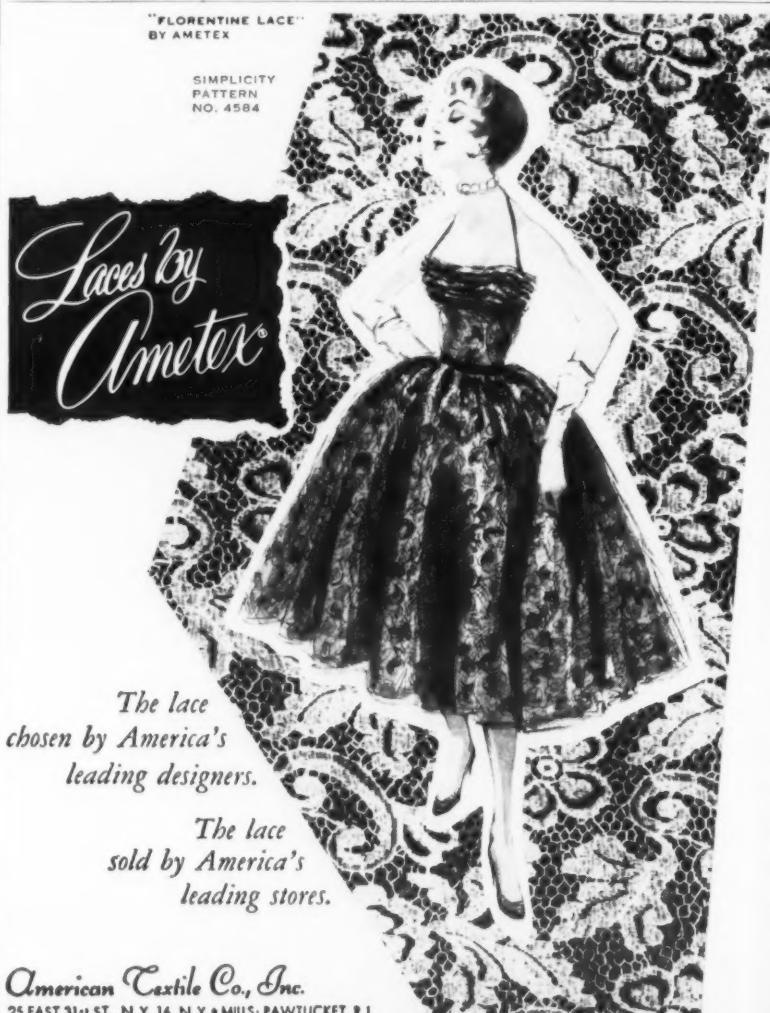
The photographs above show 12 of the 17 hats that you will make as a student of the Louie Miller School. You'll receive, *without extra cost*, all the materials to make these hats; a complete professional working outfit including blocks; and easy-to-follow lessons. At retail, these hats would easily be worth \$50, and the outfit, \$25. Most students sell practice hats from \$5 to 15 each. No wonder it's so practical to learn expert millinery the Louie Miller way!

**FREE 20-PAGE BOOKLET ON MILLINERY**  
Mail coupon or write for valuable, free booklet, *How to Become an Expert Milliner*. Find out how you can start a new, exciting career — or a profitable spare-time hobby. Act today: mail coupon.

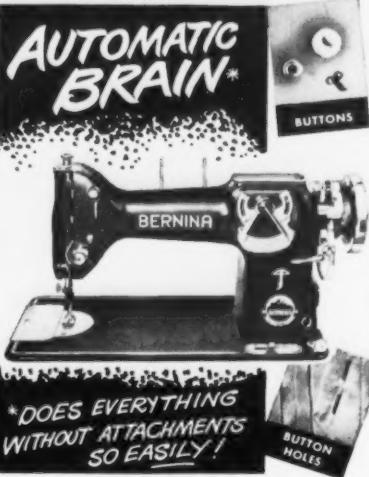
**LOUIE MILLER SCHOOL OF MILLINERY**  
1400 Greenleaf Ave., Chicago 26 • Dept. M 27-3  
Without cost, send valuable Millinery booklet.  
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Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

"FLORENTINE LACE"  
BY AMETEX

SIMPLICITY  
PATTERN  
NO. 4584



## The AMAZING BERNINA



**BERNINA**

*The Jewel of Switzerland*

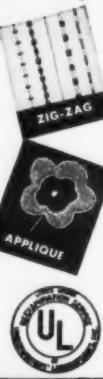
**It is so easy to operate!**

The AMAZING BERNINA sews straight, forward, reverse and ZIG-ZAG. Among the many outstanding features are: Eye-level automatic stitch control; Calibrated thread tension control; Automatic bobbin winder release; Automatic drop feed dog; Instant bobbin change; Built-in knee lift; Built-in head lamp; Full rotary gear drive; 3 needle positions.

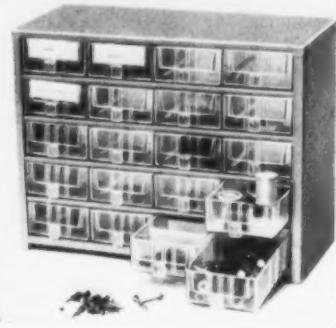
You can darn, braid, hem embroider, monogram and sew with 2 or 3 needles to produce unusual designs.

FREE: Send for colorful, illustrated booklet describing Bernina models.

BERNINA Sewing Machine Co. Dept. S-6  
29 West 35th Street, New York City



## Sewing Circle



Your answer to the tricky problem of storing cosmetics, jewelry, and small sewing accessories — a chest of 20 See-Thru Drawers in a steel cabinet, 10 1/4" x 12" x 6". Each of the plastic drawers has special slits for horizontal or vertical dividers and an outside frame that holds identification cards. Write American Homecraft Co., Rm. 209-C, 3714 N. Milwaukee Ave., Chicago, Ill. Dividers, labels, rubber feet are included for \$7.95 postpaid.



it's so  
economical!



it's so  
fashion-perfect!



it's so  
easy to make!..

## SELF-FABRIC BELTS AND BUCKLES WITH

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Don't wait! Finish and wear your fashion immediately with these inexpensive "makings" for washable, dry cleanable self-fabric belts and self-cover buckles.



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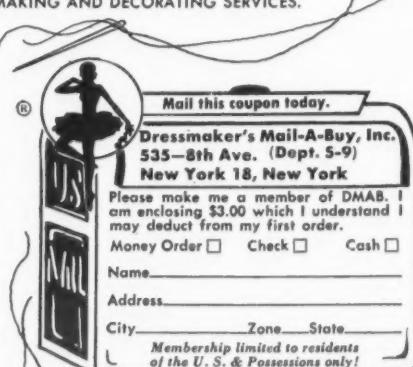
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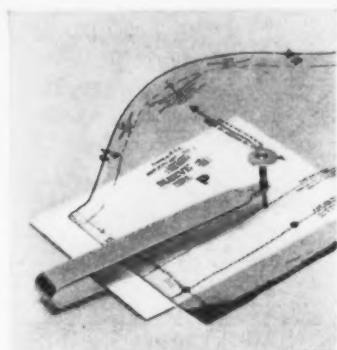
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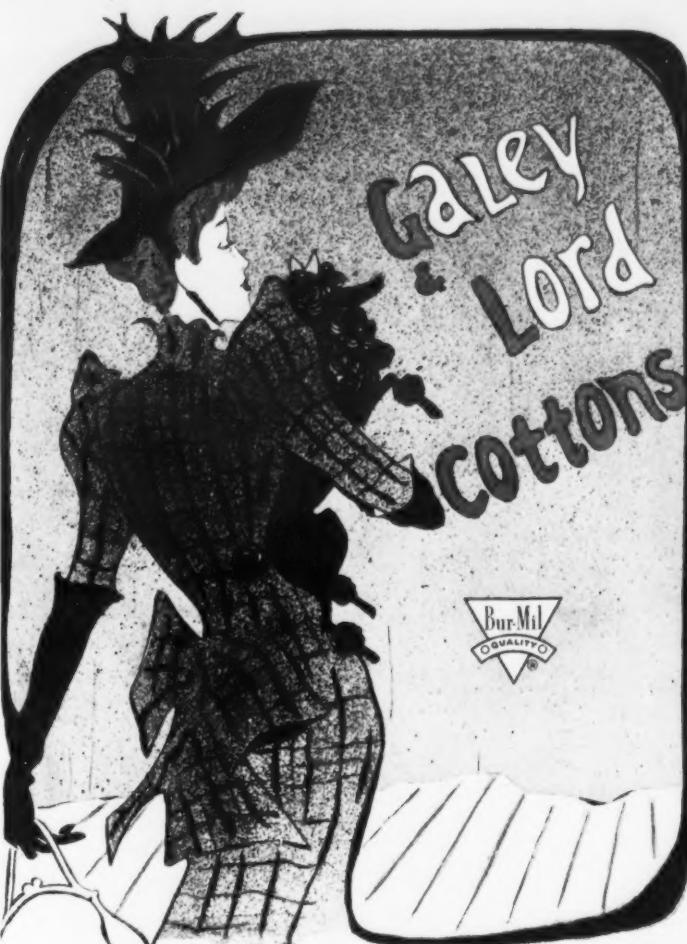
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## Sewing Circle

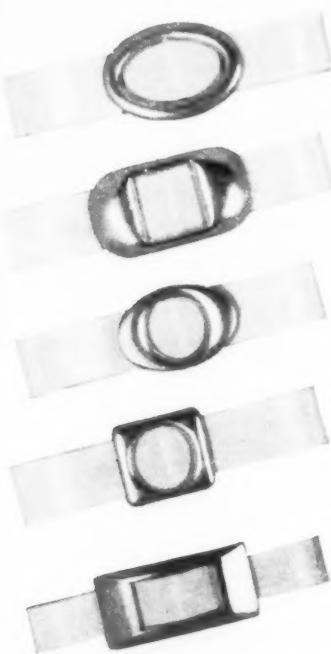


An ingenious gadget to eliminate tailor tacking — this felt-padded tool which transfers pattern marks to 2 pieces of cloth simultaneously without pins, chalk, or needle and thread. So easy — just slip half of doubled transfer paper between pattern and top layer of fabric, half under bottom layer, and press Tack-It button over your pattern marks. Enclosed: enough transfer paper (in assorted colors) for 25 garments. Orco Products, \$1.98.



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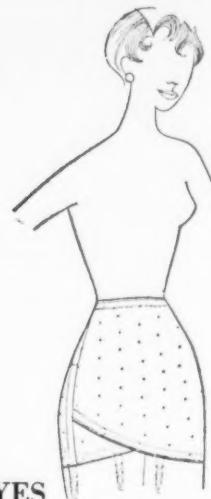
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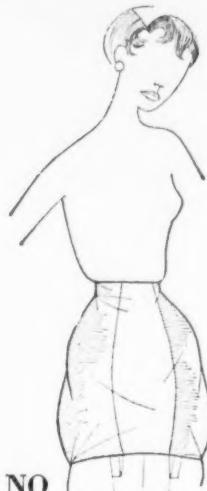
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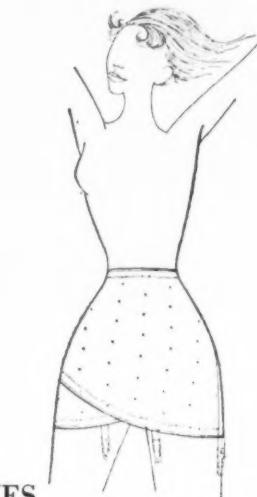
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For fluid fit, the new *Kleinert Tango* is made of perforated, velvety rubber Feathernap—a fine girdle's smoothest fabric.



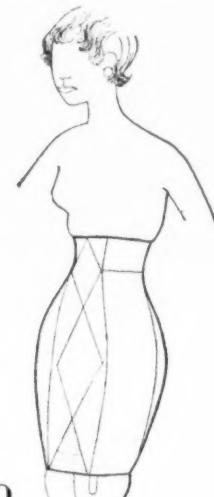
**NO**

This girdle sags and wrinkles, has lost its resiliency in the wash, and produces a ripple of tiny bulges in your tailored skirts.



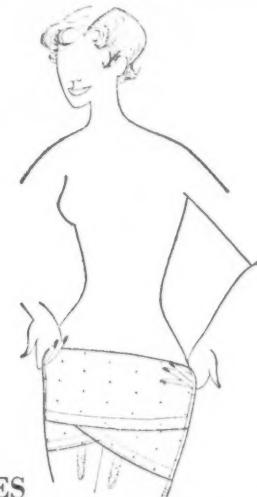
**YES**

*Tango* (suggested by criss-cross steps of the Argentine dance) introduces a cross panel enabling garment to follow your movement.



**NO**

This foundation interferes with your right to freedom of motion and puts up a pinching resistance to every kind of normal activity.



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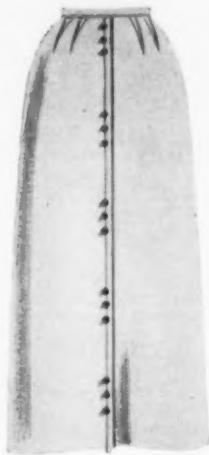
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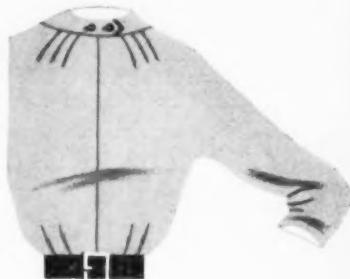
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J. L. HUDSON CO... Detroit, Mich.  
WURZBURG CO... Grand Rapids, Mich.  
GILMORE BROS... Kalamazoo, Mich.  
J. W. KNAPP CO... Lansing, Mich.  
DAYTON CO... Minneapolis, Minn.  
THE JONES STORE CO... Kansas City, Mo.  
WELEK'S... St. Louis, Mo.  
GOLD & CO... Lincoln, Neb.  
J. L. BRANDEIS & SONS... Omaha, Neb.  
KRESGE-NEWARK... Newark, N. J.

JOHN G. MYERS CO... Albany, N. Y.  
ABRAHAM & STRAUS... Brooklyn, N. Y.  
J. N. ADAMS CO... Buffalo, N. Y.  
JOHN WANAMAKER... New York City, N. Y.  
MC CURDY & CO., INC... Rochester, N. Y.  
H. S. BARNEY CO... Schenectady, N. Y.  
DEY BROS. & CO... Syracuse, N. Y.  
BELK BROS. CO... Charlotte, N. C.  
A. POLSKY CO... Akron, Ohio  
JOHN SHILLITO CO... Cincinnati, Ohio  
MAY CO... Cleveland, Ohio  
MOREHOUSE FASHION CO... Columbus, Ohio  
ELDER & JOHNSTON CO... Dayton, Ohio  
G. M. Mc KELVEY CO... Youngstown, Ohio  
LIPMAN, WOLFE & CO... Portland, Ore.  
BOWMAN DEPT. STORE, INC... Harrisburg, Pa.  
HAGER & BROS... Lancaster, Pa.  
STRAWBRIDGE & CLOTHIER... Philadelphia, Pa.

JOSEPH HORNE CO... Pittsburgh, Pa.  
GARR FABRICS... Providence, R. I.  
MEYERS-ARNOLD CO... Greenville, S. C.  
H. P. KING CO... Bristol, Tenn.  
MILLER BROS. CO... Chattanooga, Tenn.  
LOVEMAN'S, INC... Knoxville, Tenn.  
MILLERS, INC... Memphis, Tenn.  
B. LOWENSTEIN & BROS., INC... Nashville, Tenn.  
CAIN-SLOAN CO... Dallas, Tex.  
SANGER BROS... San Antonio, Tex.  
JOSKE'S... Salt Lake City, Utah  
AUERBACH CO... Richmond, Va.  
MILLER & RHoads, INC... Richmond, Va.  
THALHIMER BROS... Roanoke, Va.  
S. H. HEIRONIMUS CO... Seattle, Spokane, Wash.  
ANDERSON, NEWCOMB CO... Huntingdon, W. Va.  
HARRY S. MANCHESTER, INC... Madison, Wis.

\*DuPont's  
acrylic fibre

# BOTANY



Simplicity pattern #4797

TO WATCH FOR IN THE STORES YOU WATCH, 3 GREAT FABRICS BY BOTANY WITH A SINGLE STANDARD OF QUALITY... SUPERLATIVE. THEY'RE THE BASIC MATERIALS OF FALL, DESIGNED INTO FASHIONS ABOUT TO HAPPEN. PARADISA, A DEEP-SURFACED DUVETYN BROADCLOTH, THE SUM AND SUBSTANCE OF THE COMING COATS. DUCHESSA, A TISSUE BROADCLOTH WITH A JEWEL-LIKE LUSTRE, REGAL EVEN IN FEY ITALIAN BRITCHES. CLAN GORDON - ONE OF BOTANY'S FAMOUS TARTANS, A CHIFFON WORSTED. HERE IN A PARTY SKIRT AND... A LINING! EACH WORKED UP TO SHOW YOU HOW THEY SEW. BOTANY MILLS, INC., PASSAIC, N. J.



Simplicity pattern #4784

a MATERIAL ASSET in the clothes you make

Shoes by Capezio

